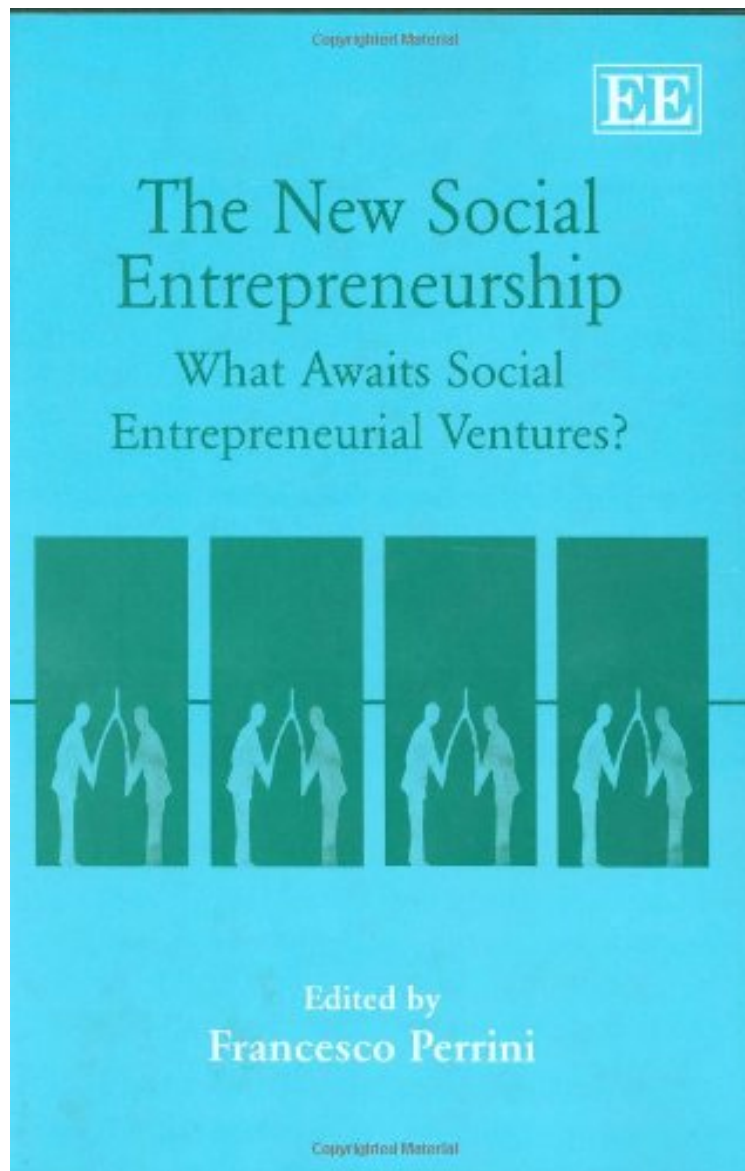


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The New Social Entrepreneurship: What Awaits Social Entrepreneurship Ventures?

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This book aims to define what Social Entrepreneurship (SE) actually is, and what it is not. The author adopts a novel approach to the SE phenomenon, considering it as a dynamic process created and managed by innovative social entrepreneurs striving to create new social values in the market and community at large. Francesco Perrini argues that SE has attained a wider and more enthusiastic acceptance in corporate thinking and practice than in the literature surrounding the field. This part theoretical, part practitioner-based double line of reasoning forms the basis of the book. It attempts to answer hitherto unresolved questions such as: * How can SE be defined? * How can Social Entrepreneurship Ventures (SEVs) be identified? * How do SEVs vary and what factors lead to their success? * Does the way in which an SEV is designed matter, and are business plans important? * Is an SEV reliant on traditional sources of financing? The focus of the book then shifts to practical examples of how perspectives on SE are translated into concrete phenomena. Several case studies are used to illustrate theoretical frameworks, each tackling specific aspects of SE and making theory and practice comparisons. Taking on the challenge of providing a clear, focused definition of SE supported by practical experiences, this book provides a critical and comprehensive framework aimed at stimulating current and future debate on the role and key features of SE research. As such, it will provide fascinating and enlightening reading for entrepreneurship academics and entrepreneurial professionals alike.

'Required reading for all concerned with the sector.' -- Long Range Planning ` . . . this is an interesting and timely collection. Its strengths are its clear organizational/venture focus, the range of its international case study material, and its attempt to bring together some strands of the emerging North American and European scholarship on social entrepreneurship. . . this book represents a worthwhile addition to the growing literature on social entrepreneurship and has much to offer both students and thoughtful practitioners.' -- Alex Nicholls, International Small Business Journal
About the Author Edited by Francesco Perrini, Bocconi University, Milan, Italy