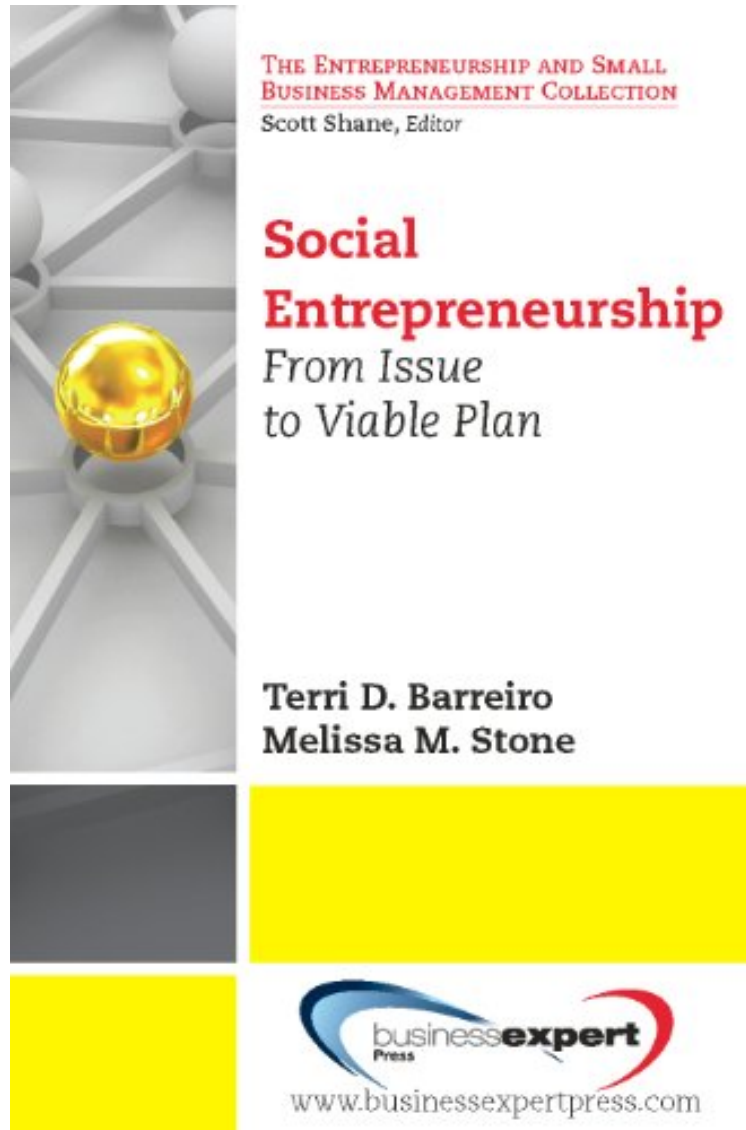


(Ebook pdf) Social Entrepreneurship: From Issue to Viable Plan (Small Business Management and Entrepreneurship)

Social Entrepreneurship: From Issue to Viable Plan (Small Business Management and Entrepreneurship)

Terri D. Barreiro

**Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



READ ONLINE

#2232385 in eBooks 2013-08-30 2013-08-30 File Name: B0149MCCJQ | File size: 39.Mb

Terri D. Barreiro : Social Entrepreneurship: From Issue to Viable Plan (Small Business Management and Entrepreneurship) before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Entrepreneurship: From Issue to Viable Plan (Small Business Management and Entrepreneurship):

0 of 0 people found the following review helpful. I used this book to teach an undergraduate class in ...By Lisa R. FournierI used this book to teach an undergraduate class in Social Entrepreneurship. Solid book for the students to

grasp the concepts! Thank you! 0 of 1 people found the following review helpful. Four Stars
By SeriGood for textbook and research 0 of 0 people found the following review helpful. Author corrects incorrect description in the posting about this book. . .By Customer I am one of the author's of this book and it is described incorrectly as well as posted with the wrong author. So here is what it is really about: This book provides a guided deep dive into the early stages of venture development of social entrepreneurship. It introduces concepts that provide important insights necessary for social venture success. It introduces a set of entrepreneurial tools designed for the unique set of challenges faced in selecting and designing social entrepreneurial ventures. With this book as a guide, you can develop a feasible venture concept and communicate it effectively. A passion to address social or environmental issues is the motivation for a growing number of entrepreneurs. Yet, effective approaches addressing these societal issues can be difficult to discern. Approaches cannot be well formulated using the traditional market placed based framework of traditional entrepreneurship. For example, traditional market and target market analyses miss important aspects of potential customer behavior. Cultural traditions, family structures and community norms significantly influence human behavior. Without the knowledge about a specific community the missing perspective is too often discovered too late in the process. Undiscovered competitors, cultural practices that block adoption and home-made alternatives can result in the demise of a start-up. This book introduces concepts that frame new ways to approach information gathering and analysis for social entrepreneurial ideas. Terri Barreiro has over 30 years of experience in leadership of nonprofit organizations, social service systems redesign, public private partnerships addressing complex community social issues and national training services. She is the first Director of the Donald McNeely Center for Entrepreneurship at Saint John's University and the College of Saint Benedict in central Minnesota. Barreiro received her BA in Psychology, BA Cum Laude in Spanish and an MBA from the University of Minnesota. She attended the Program for Executives in Management at Carnegie Mellon University under a Bush Foundation Leadership Fellowship. Melissa M. Stone is the Gross Family Professor of Nonprofit Management and Professor of Public Affairs and Planning at the Humphrey School of Public Affairs at the University of Minnesota. Stone sits on the editorial board of the Journal of Public Administration Research and Theory and the Advisory Board for Nonprofit Management and Leadership. Stone holds an MBA and Ph.D. in organizational behavior from Yale University, and has taught at the University of Washington's Evans School of Public Affairs, the Yale School of Management, and Boston University's School of Management.

This book provides a guided deep dive into the early stages of venture development of social entrepreneurship. It introduces concepts that provide important insights necessary for social venture success. It introduces a set of entrepreneurial tools designed for the unique set of challenges faced in selecting and designing social entrepreneurial ventures. With this book as a guide, you will develop a feasible venture concept and communicate it effectively. This book introduces concepts that frame new ways to approach information gathering and analysis for social entrepreneurial ideas. The book provides you guidance on: **•** how to move from heart-tugging issues to social entrepreneurial opportunities with high potential; **•** how to understand and assess the societal and policy environment in which the opportunity would be implemented; **•** how to analyze and select the best approaches for that circumstance; and **•** how to communicate the product or new approach to gain investors, grants, and community engagement

About the Author
Melissa M. Stone is the Gross Family Professor of Nonprofit Management and Professor of Public Affairs and Planning at the Humphrey School of Public Affairs at the University of Minnesota. Stone holds an MBA and Ph.D. in organizational behavior from Yale University, and has taught at the University of Washington's Evans School of Public Affairs, the Yale School of Management, and Boston University's School of Management. She has published widely in scholarly journals and books in the fields of nonprofit studies, public management, and strategic management. Stone sits on the editorial board of the Journal of Public Administration Research and Theory. Terri Barreiro is the first Director of the Donald McNeely Center for Entrepreneurship at the College of Saint Benedict and Saint John's University in central Minnesota. Under her leadership, the Center offers an intensive undergraduate certificate program in entrepreneurial and social entrepreneurial studies, a successful luncheon speaker series featuring successful alum entrepreneurs, and a virtual incubator for student enterprise start-ups. Barreiro received her BA in psychology, BA cum laude in Spanish, and an MBA from the University of Minnesota. Barreiro currently sits on the Boards of the Cargill Foundation (corporate), the Center for Nonprofit Excellence and Social Innovation in St. Cloud, Minnesota.