



Social Entrepreneurship: An Evidence-Based Approach to Creating Social Value (Bryson Series in Public and Nonprofit Management)

By Chao Guo, Wolfgang Bielefeld

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Social entrepreneurship explained

Social entrepreneurship is a hot topic in public and non-profit management. Organizations everywhere are looking for innovative ways to respond to financial, social, and regulatory pressures. The next generation of transformative leaders will be risk takers who know how to face even the biggest challenges using market-driven strategies that get results. This book contains everything students and professionals need to know about the cutting-edge practice of social entrepreneurship.

In *Social Entrepreneurship*, you'll learn how to read markets and environments to identify opportunities for entrepreneurial activity. Then, the authors show to convert opportunities into successful ventures: one-time initiatives, ongoing programs and new, mission-driven organizations are all covered. Sector-specific strategies and recommendations guide readers directly to the techniques that will have the biggest impact.

- Employs an evidence-based approach to help organizations achieve goals more efficiently
- Offers advice on taking advantage of new technologies and untapped resources using the most current approaches
- Written by renowned experts in the field of social entrepreneurship

Authors Guo and Bielefeld have been instrumental in advancing the study of social entrepreneurship, and they understand the trends and currents in the field. They bring readers up to date and ready them to begin implementing changes that really make a difference. In non-profits and government, leadership is already becoming synonymous with social entrepreneurship, and this book is its foundation.

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- Rank: #96701 in Books
- Published on: 2014-03-17
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .70" w x 7.00" l, .0 pounds
- Binding: Paperback
- 352 pages



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Editorial Review

From the Back Cover

Praise for *Social Entrepreneurship*

“Guo and Bielefeld have written a masterful, comprehensive, theory-based, evidence-driven, cutting-edge guide that will be valuable to students and practitioners of the art and science of social entrepreneurship for years to come. A must-read for anyone interested in social problem solving and innovation in the public, nonprofit, or business sectors and in the networks and hybrid organizations that define the fields of action for contemporary social entrepreneurs.”

—**Dennis R. Young**, professor of public management and policy, Andrew Young School of Policy Studies, Georgia State University

“Guo and Bielefeld have mastered the topic of social entrepreneurship for its current and future practitioners at the graduate and undergraduate levels. They have emphasized the organizational basis of social entrepreneurship that necessarily integrates the nonprofit, public, and commercial sectors. They have further utilized an evidence-based approach that delicately balances theory and practice.”

—**Gordon E. Shockley**, associate professor of social entrepreneurship, Arizona State University School of Community Resources & Development

“Guo and Bielefeld blend theory and practice in this important new addition to our understanding of the way social entrepreneurs create value for society. With the field of social entrepreneurship expanding quickly, there is a growing need for order amidst the creative chaos, and this book brilliantly fills that gap. *Social Entrepreneurship* successfully pulls together many of the field’s emergent ideas, tools, and frameworks into a tightly woven account of the process of conceiving, planning, launching, and expanding a social enterprise. This will become an essential point of reference for students, practitioners, and scholars interested in the intellectual and practical challenge of creating social impact.”

—**Peter Frumkin**, professor of social policy and faculty director, Center for High Impact Philanthropy, University of Pennsylvania

About the Author

CHAO GUO, PhD, is associate professor of nonprofit management in the School of Social Policy and Practice at the University of Pennsylvania. Dr. Guo is senior vice president of the International Council of Voluntarism, Civil Society, and Social Economy Researcher Associations and serves on several boards of directors and editorial boards. In 2008, he was selected as a recipient of the IDEA Award for research promise by the Entrepreneurship Division of the Academy of Management.

WOLFGANG BIELEFELD is professor emeritus at the School of Public and Environmental Affairs and the School of Philanthropy at Indiana University-Purdue University Indianapolis. He has taught at the University of Texas at Dallas, the University of Minnesota, and Stanford University. He has written many articles and books, including *Managing Nonprofit Organizations* and *Nonprofit Organizations in an Age of Uncertainty*.

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