

An essential guide to social entrepreneurship from two of the field's leading authorities

In development circles, there is now widespread consensus that social entrepreneurs have produced the best solutions to many of the world's toughest problems. A decentralized and emergent force, social entrepreneurship is uniquely capable of advancing solutions that can keep pace with ever-changing problems. This field is full of new ideas, models and organizations that are creating a more peaceful and equitable world.

In *Social Entrepreneurship: What Everyone Needs to Know*, David Bornstein and Susan Davis offer the first general overview of social entrepreneurship. In a Q & A format that allows readers to go directly to the information they need, the authors map out social entrepreneurship in its broadest terms as well as in its particulars.

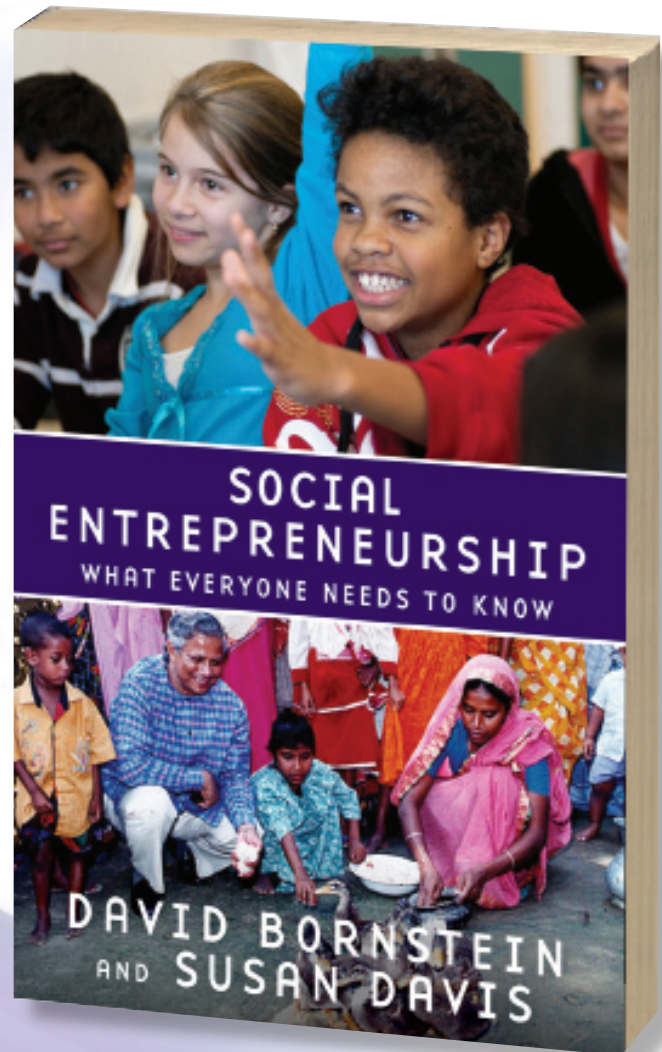
Bornstein and Davis explain what social entrepreneurs are like, what they do, how their organizations function, and what challenges they face. The book will show how social entrepreneurship is fundamentally different from traditional non-profit approaches to problems and how it is changing the way business works in order to better address global needs. Unlike the typical centralized, top-down approach employed by governments, multilateral agencies, and other large institutions, social entrepreneurs work through a process of iterative experimentation, crafting scalable, systemic solutions to major national and global problems. Most of all, the book shows readers exactly how they can think and behave like social innovators and get involved in this fast growing movement.

This book is the place to begin for anyone who wants to learn about the essence of social entrepreneurship.

David Bornstein specializes in writing about social innovation. He is the author of *The Price of a Dream* and *How to Change the World*, which has been published in 20 languages. His articles have appeared in the *Atlantic Monthly*, the *New York Times*, and many other publications globally. He co-wrote the PBS documentary "To Our Credit." He is the founder of Dowser.org, a Web site devoted to uncovering stories of change. He lives in New York City.

Susan Davis is a thought leader in international development and civil society innovation. She is a founder and current President & CEO of BRAC USA, a newly created organization to support BRAC's global expansion to Africa and other countries in Asia. In addition she was a founding board member and Chair of the Grameen Foundation and current board member. She also serves on the international board committee that selects Ashoka Fellows and is a mentor and coach for the NYU Reynolds Program in Social Entrepreneurship.

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UNIVERSITY PRESS
www.oup.com/us



978-0-19-539633-1
144 pages \$16.95

Available April 2010
wherever books are sold