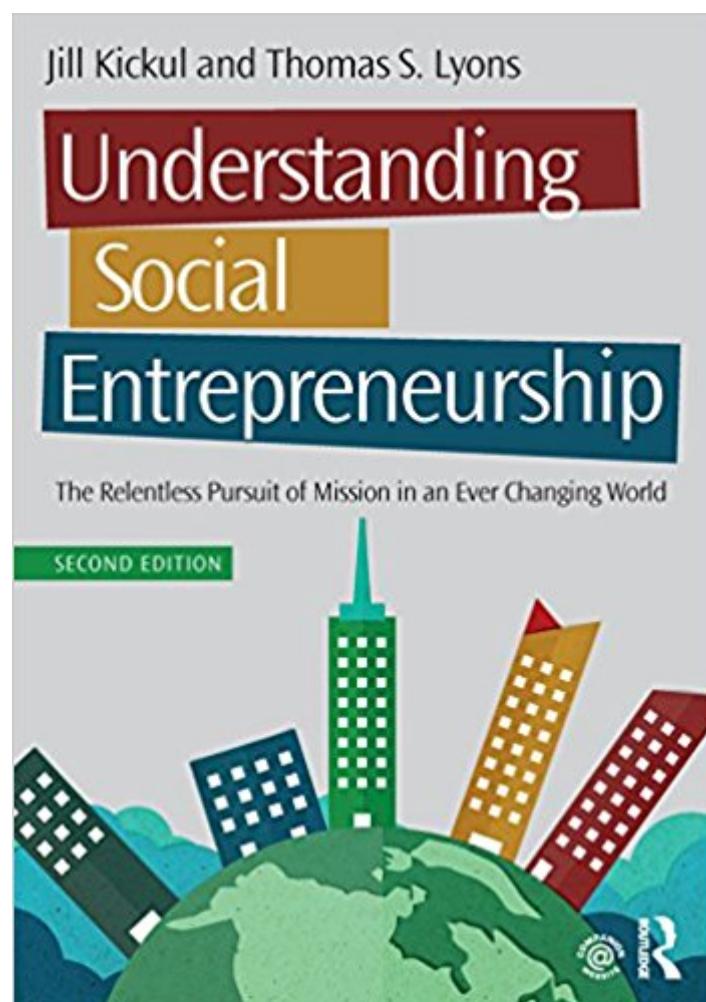


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Understanding Social Entrepreneurship: The Relentless Pursuit Of Mission In An Ever Changing World



Synopsis

Understanding Social Entrepreneurship is the leading textbook that provides students with a comprehensive overview of the field. It brings the mindset, principles, strategies, tools and techniques of entrepreneurship into the social sector to present innovative solutions to todayâ™s vexing social issues. Kickul and Lyons cover all the key topics relevant to social entrepreneurship, including a detailed examination of each of the steps in the entrepreneurial process. This edition includes several new features: New international cases and examples â€“ providing students with a broader understanding of social entrepreneurship globally Updated â€œvoices from the fieldâ™ boxes â€“ this popular feature shows how social entrepreneurship functions in the real world Four new chapters â€“ covering the emerging topics of lean start-up, support ecosystems, social intrapreneurship, and social entrepreneurship and environmental sustainability Bringing together a rigorous theoretical foundation and a strong practical focus, it is the go-to resource for students of social entrepreneurship. A forthcoming companion website will include an instructorâ™s manual, PowerPoint slides, test bank, and other tools to provide additional support for students and instructors.

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