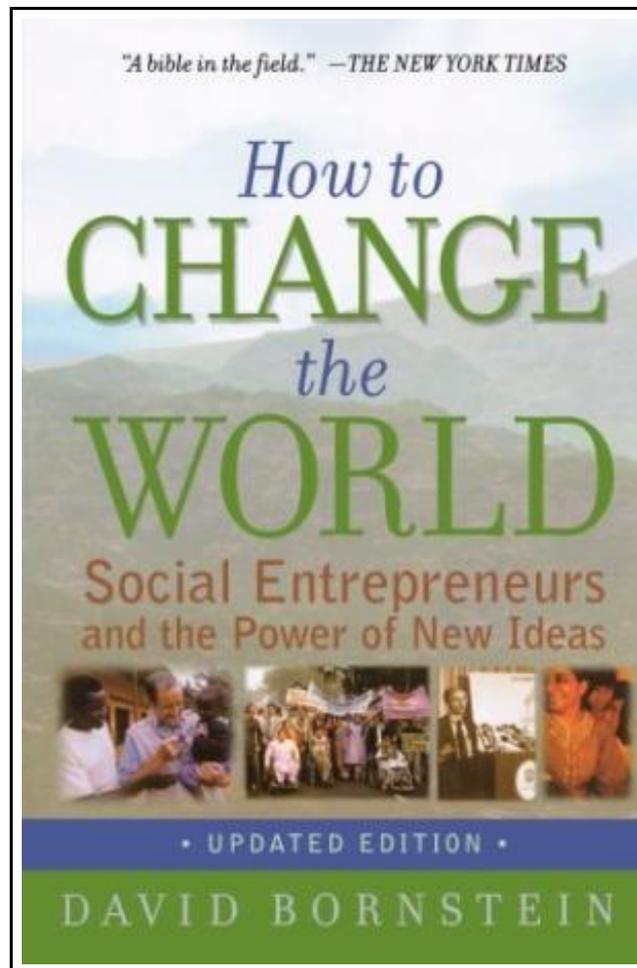


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HOW TO CHANGE THE WORLD: SOCIAL ENTREPRENEURS AND THE POWER OF NEW IDEAS (2ND REVISED EDITION)



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Oxford University Press Inc. Paperback. Book Condition: new. BRAND NEW, How to Change the World: Social Entrepreneurs and the Power of New Ideas (2nd Revised edition), David Bornstein, David Bornstein's How to Change the World is the first book to study a remarkable and growing group of individuals around the world-what Bornstein calls social entrepreneurs. These men and women are bringing innovative, and successful, grass-roots approaches to a wide variety of social and economic problems, from rural poverty in India to discrimination against gypsies in Central Europe; from industrial pollution in the United States to child prostitution in Thailand. Like business entrepreneurs, social entrepreneurs are creative, driven, and adventurous. They embrace change, exploit new opportunities, and think big. In How to Change the World, Bornstein provides vivid profiles of many such individuals, looking at the personalities, strategies, and techniques they have in common. The book is an In Search of Excellence for social initiatives, intertwining personal stories, anecdotes, and analysis. Readers will see how social entrepreneurs bring about structural changes in their societies-in other words, how one human being can make a difference. The case studies in the book include Jody Williams, who won the Nobel Peace Prize for the international campaign against landmines she ran by e-mail from her Vermont home; Roberto Baggio, a 31-year old Brazilian who has established eighty computer schools in the slums of Brazil; and Diana Propper, who has used investment banking techniques to make American corporations responsive to environmental dangers. The paperback edition will offer a new foreword by the author that shows how the concept of social entrepreneurship has expanded and unfolded over the last few years, including the Gates-Buffetts charitable partnership, the rise of Google, and the increased mainstream coverage of the subject. The book will also update the stories of individual...



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