



Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World (Paperback)

By Jill R. Kickul, Thomas S. Lyons

Taylor Francis Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 2nd Revised edition. 254 x 178 mm. Language: English . Brand New Book. 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 today 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 - providing students with a broader understanding of social entrepreneurship globally * Updated voices from the field boxes - this popular feature shows how social entrepreneurship functions in the real world * Four new chapters - 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 instructor s manual, PowerPoint slides, test bank, and other tools to provide additional support for students and...

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