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Social Entrepreneurship: Managing the Creation of Social Value

Constant Beugré

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Social entrepreneurship differs from traditional forms of entrepreneurship in that the primary goal of the social venture is to address social problems and needs that are as yet unmet. The driving force of such ventures is social value creation. This new textbook aims to provide a comprehensive, cutting edge resource for students, introducing them to the unique concerns and challenges that face social ventures through a comparison with the principles of traditional entrepreneurship. The book consists of fourteen chapters covering all aspects of venture creation and management?from writing a business plan, to financing, people management, marketing, and social impact measurement.

Social Entrepreneurship uses real-life examples and sources to expose students to contemporary developments in the field, encouraging them to think critically about the issues faced by social ventures across the globe, and experiential exercises and assignments are included to provide students with hands-on experience in creating and managing their own social ventures. Also containing review and application questions, illustrative cases, definitions of key terms, and a comprehensive companion website, *Social Entrepreneurship* is the essential guide to this rapidly emerging field.

Visit the companion website at www.routledge.com/cw/beugre to find:

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