



Social Entrepreneurship For Dummies

Mark Durieux, Robert Stebbins

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Discover how to bring social responsibility to your business

In today's business world, your bottom line isn't measured by your company's financial performance alone. *Social Entrepreneurship For Dummies* shows you how to implement social responsibility to your business plan in order to increase your bottom line.

This book helps any social entrepreneur gain the necessary skills needed to change the system and spread the solution, while providing explanations of the most successful business tools being used today.

- A complete reference on the ideas and processes associated with social entrepreneurship
- Provides a foundation and business plan for those looking to create their own socially oriented business venture

Social Entrepreneurship For Dummies gives you the trusted and friendly advice you need to get on your way toward social responsibility!

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