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- Useful examples of how successful social entrepreneurship enterprises develop marketing plans and promote themselves with integrity
- Models for exemplary performance measurement
- A concluding chapter in each volume that summarizes and focuses the insights offered
- Contributions from the leading practitioners and scholars in the field of social entrepreneurship
- Graphics that illustrate and illuminate key points, facilitating comprehension
- A glossary of terms to assist students and lay readers

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Review

"This set contains valuable information and advice for anyone interested in starting or running a social enterprise. A familiarity with the social entrepreneurship concept and contemporary business practices is a prerequisite to a thorough understanding. An important interdisciplinary addition to the literature on social entrepreneurship. Summing Up: Highly recommended." - **Choice**

About the Author

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