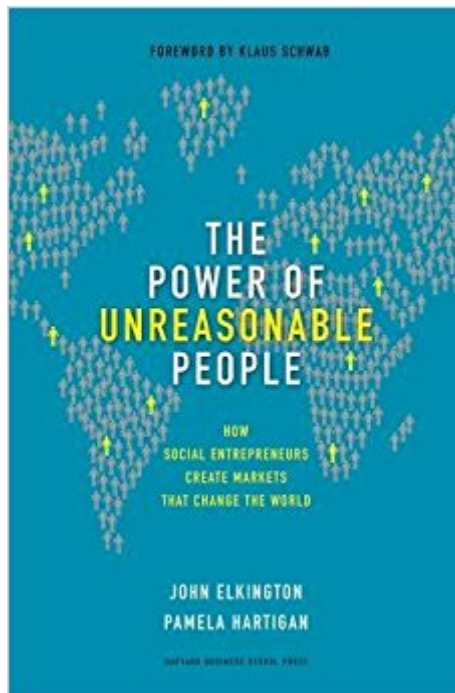




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The Power Of Unreasonable People: How Social Entrepreneurs Create Markets That Change The World



Synopsis

Renowned playwright George Bernard Shaw once said "The reasonable man adapts himself to the world, the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man." By this definition, some of today's entrepreneurs are decidedly unreasonable--and have even been dubbed crazy. Yet as John Elkington and Pamela Hartigan argue in *The Power of Unreasonable People*, our very future may hinge on their work. Through vivid stories, the authors identify the highly unconventional entrepreneurs who are solving some of the world's most pressing economic, social, and environmental problems. They also show how these pioneers are disrupting existing industries, value chains, and business models--and in the process creating fast-growing markets around the world. By understanding these entrepreneurs' mindsets and strategies, you gain vital insights into future market opportunities for your own organization. Providing a first-hand, on-the-ground look at a new breed of entrepreneur, this book reveals how apparently unreasonable innovators have built their enterprises, how their work will shape risks and opportunities in the coming years, and what tomorrow's leaders can learn from them. Start investing in, partnering with, and learning from these world-shaping change agents, and you position yourself to not only survive but also thrive in the new business landscape they're helping to define.

Book Information

Hardcover: 272 pages

Publisher: Harvard Business Review Press; First Edition (US) First Printing edition (January 7, 2008)

Language: English

ISBN-10: 1422104060

ISBN-13: 978-1422104064

Product Dimensions: 1 x 6.2 x 9.8 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 21 customer reviews

Best Sellers Rank: #103,584 in Books (See Top 100 in Books) #51 in Books > Politics & Social Sciences > Social Sciences > Philanthropy & Charity #70 in Books > Business & Money > Processes & Infrastructure > Government & Business #172 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises

Customer Reviews

In this what's-next business manifesto, "social entrepreneurs" Elkington and Hartigan run with a

quote from playwright George Bernard Shaw: "The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man." Using that thesis, the authors argue that the best place to find tomorrow's revolutionary business models is on the unpredictable fringes of the mainstream market. There, they find cases like Jack Sim and his Singapore-based World Toilet Organization, who have ingeniously improved living conditions worldwide (and goosed profits) by, among other schemes, convincing governments and corporations to compete for cleanest public restroom honors. The heart of the book are the case studies, of both for-profit and nonprofit social organizations (many of them in Asian and Indian countries), which are mined for ideas and theories regarding their impact on global markets and local communities. Elkington (*The Chrysalis Economy*) and Hartigan also give nods to such well-known enterprises as Whole Foods, One Laptop Per Child, and Band Aid, Live Aid and Live 8. Written with a business-magazine style, Elkington and Hartigan's eye-opening work and noble intent-bridging business acumen and social awareness-make a convincing case for unconventional entrepreneurship. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

John Elkington is the Founder, Chief Entrepreneur, and Non-Executive Director of the international consultancy SustainAbility, Ltd. Pamela Hartigan is Managing Director for the Schwab Foundation for Social Entrepreneurship.

For more than a decade I've been deeply immersed in the world of social entrepreneurship. Yet somehow I neglected to read this important book when it was first published four years ago. (I acquired a copy, stuck it on a shelf, and promptly forgot all about it.) To my mind, *The Power of Unreasonable People* ranks with David Bornstein's seminal work, *How to Change the World*, as a point of entry into this fascinating, and increasingly important, realm. The field of social entrepreneurship, still early in its development after Bill Drayton first gave the concept prominence early in the 1980s with the launch of Ashoka, is rife with disagreement. Some observers insist that a social enterprise must be a not-for-profit enterprise. Others assert that only for-profit ventures qualify for the label. Fortunately, Elkington and Hartigan believe that the whole range of organizational forms can be thought of as "social enterprises." I say fortunately because (a) I agree with them, and (b) to insist otherwise is to miss so much of what is exciting in the field. *The Power of Unreasonable People* covers the landscape, describing examples from virtually every area of interest in development, from healthcare to education to poverty eradication. In fact, the book is most

rewarding in its presentation of vignettes of individual social enterprises, including interviews with many of their principals. A lot of the examples are familiar to anyone active in the field. Some are not. However, this is no mere collection of case studies. The authors embed each organization within a typology of their devising, allowing the reader to get a sense of how they may be compared with one another. The Power of Unreasonable People concludes with a discussion of the structural changes that are essential if humankind is to prevail in the face of endemic poverty on three continents, ethnic and religious conflicts, and the growing impact of climate change. John Elkington and Pamela Hartigan are two of the most qualified people in the world to have written this book. Elkington, a force in the area of corporate social responsibility for three decades and a prolific author, co-founded the consultancy SustainAbility in 1987 and originated the term Triple Bottom Line in the 1990s. Hartigan served as founding managing director of the Schwab Foundation for Social Entrepreneurship from 2001 to 2008, partnered with Elkington to establish the consultancy Volans, and now works as Director of the Skoll Centre for Social Entrepreneurship at Oxford University. (From [...])

Wonderful book. It inspires you to think and dream of ways to be part of the change our world demands.

This book presented great companies and inspiring entrepreneurs. Only the material got redundant, meaning there could have been a wider range of businesses that change the world. Also, I wish the book got into some more details about the nuts and bolts of how the businesses were started. Otherwise this was insightful and inspiring.

Gave this 4/5 stars because it wasn't an easy read like The Promise of a Pencil. Somewhat like textbook reading. Still a great book.

Still a better love story than Twilight.

Very concisely proposed a lot of good ideas, using examples from the existing social enterprises. If you are beginning to develop interest in social entrepreneurship, this is the book to start with. It derives a lot of ideas from the success of such enterprises and puts them together to encourage readers on similar lines.

Excellent condition

Excellent!

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