Social Entrepreneurship

How to Start Successful Corporate Social Responsibility and Community-Based Initiatives for Advocacy and Change

Manuel London and Richard G. Morfopoulos

HOCHSCHULE, LIECHTENSTEIN Bibliothek

O Routledge

j g ^ ^ Taylor &. Francis Croup NEW YORK AND LONDON

Contents

	Preface	1X
	About the Authors	xiii
1	An Introduction to Social Entrepreneurship	1
2	What Motivates a Social Entrepreneur	31
3	Competencies for Social Action	53
4	Steps and Strategies for Social Entrepreneurship	87
	Developing High-Performing Social Action Teams	117
6	Overcoming Barriers and Facilitating Social Entrepreneurship	141
7	Evaluating Success: Measures of Social Performance	169
8	Learning Resources	191
	References	217
	Index	231