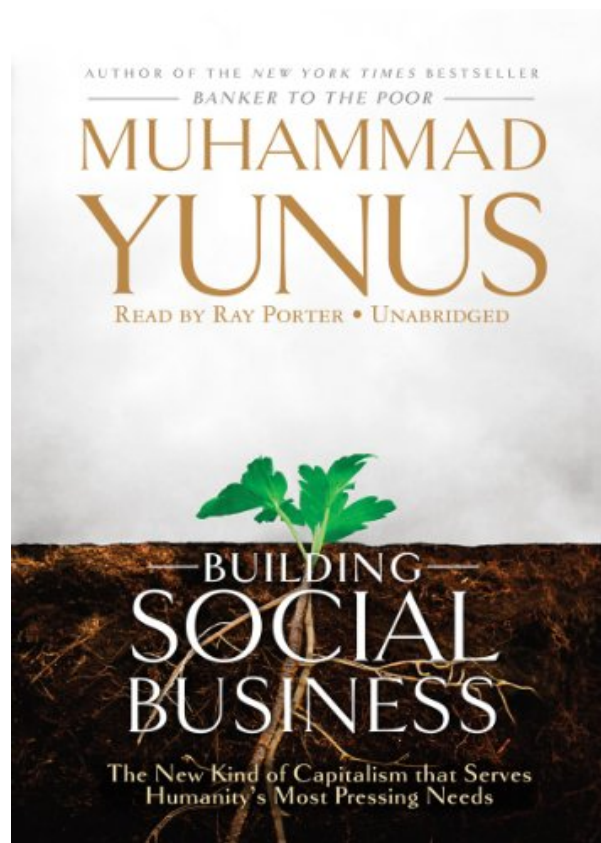
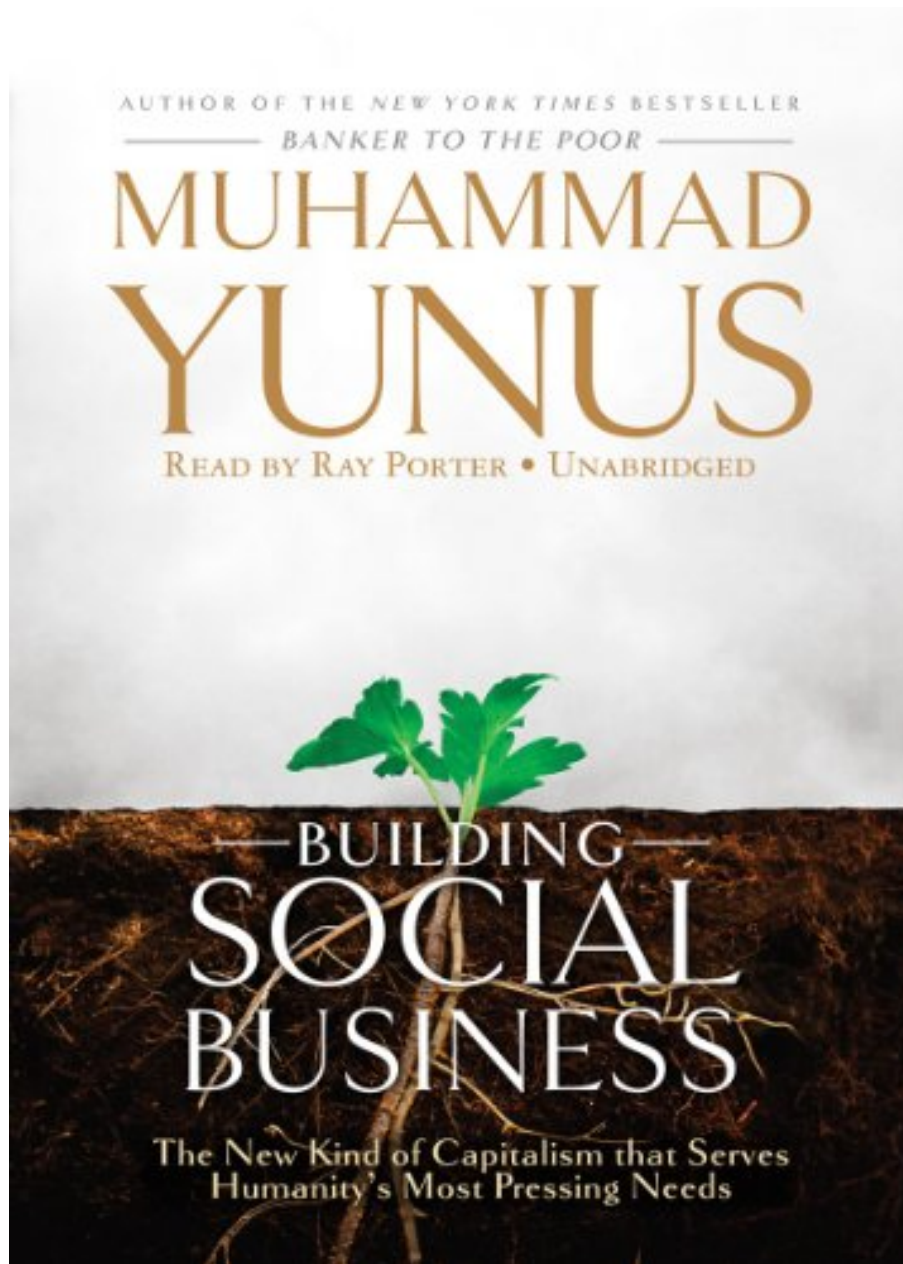


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Muhammad Yunus, the practical visionary who pioneered microcredit and won the 2006 Nobel Peace Prize for his world-changing efforts, here develops his bold new concept that promises to redeem the failed promise of free enterprise: social business. Designed to fill the gap between profit-making and human needs, social business applies entrepreneurial thinking to problems like poverty, hunger, pollution, and disease, creating self-supporting enterprises that create jobs and generate economic growth even as they help make the world a better place. Partnering with some of the world's greatest corporations, Yunus and Grameen Bank has already launched several social businesses that are addressing challenges like malnutrition, lack of potable water, and endemic illness. Here, he offers practical guidance for those who want to create social businesses of their own; and shows why social business holds the potential to redeem the failed promise of free enterprise.

- Brand: Brand: Blackstone Audio, Inc.
- Published on: 2010-05-11
- Formats: Audiobook, Unabridged
- Original language: English
- Number of items: 7
- Dimensions: 6.10" h x 1.10" w x 6.50" l, .65 pounds
- Running time: 30600 seconds
- Binding: Audio CD

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- Used Book in Good Condition

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good primer on Social Businesses

By sustainability

Well worth the read for understanding the Grameen concept of building Social business and the capacity of social business to impact the world in addressing specific issues. Yunus shows the successes and failures and raises important questions for persons considering using business to address social issues. At the end of the

day, the social business still must make a profit as it is a business. The book should be read critically as Yunus interjects European welfare governance as a desirable model not yet able to be developed in many countries, thus the need for social business. His world view somehow separates government from the people rather than the American model of government of the people, by the people, for the people. However, Yunus rightly shows how business can be run for the benefit of the people, by the people. Yunus could make the book a better read by eliminating some broad assertions on governance and references to issues caused by [the myth of] global warming and instead write that social issues can be solved by social businesses, regardless of the cause or perceived cause. I highly recommend the book for practitioners as well as for people desiring to better understand how to create sustainability which by itself eliminates poverty.

0 of 0 people found the following review helpful.

Starting your own Social Business

By David A Tayco Jr.

One of the most useful books I have read and referred to on many occasions. As our cohort from the Workforce Development Advocate program of the California State University of Sacramento completes a long journey with this book *Building Social Business: The new kind of capitalism that serves humanity's most pressing needs* by Muhammad Yunus. Yunus is also the co-founder of Grameen Danone and Veolia. The cohort had shared this book by presenting the information given in each chapter.

This was one of the best ways to actually cover an entire book.

Yunus dreamed of helping others and to end poverty. He created a micro-credit system to help poor women establish a business in Bangladesh. This system is also known as Social Business. Some of his stories that he shares in the book are from some amazing people that are all trying to make a living. This second chance has made that happen. This book covers all that is needed in order to start-up a small business.

I recommend this book to anyone wanting to start a business. It is also a great book to have in a business and marketing program at the high school level. I also recommend that any student looking for a community service project, entrepreneurship or social business.

0 of 0 people found the following review helpful.

Employing Business to Battle Poverty

By Munir Quddus

Muhammad Yunus is perhaps world's best known anti-poverty crusader. His new book, *Building Social Business*, is a manifesto for those who care deeply about solving the society's "wicked" problems - poverty, illiteracy, malnutrition, global warming. It is a treasure trove of creative ideas, exciting business models, and plans on how to create sustainable solutions for the betterment of the world's poor, and slowly chip away at global poverty.

Listening to Yunus speak, as I recently did in Houston (he gave the commencement speech at Rice), and reading his new book, one gets the sense of being in the presence of a world class social entrepreneur. He has credibility that only comes from years of toiling in the field to perfect these business models. Peter Ducker would have been proud of Muhammad Yunus and his ideas and experiments in managing new businesses to solve the multi-faceted problems of poverty.

The book is a sequel to his earlier books - *Banker to the Poor*, published in 1998, and, *Creating a World Without Poverty*, published in 2007. The new book describes his work in the years since he received the Noble Prize in Peace in 2006. His success gives new meaning to what President Kennedy said, "One person can make a difference and every person should try."

The new book is a call for ordinary citizens, organizations, and nations to dream of a better world for all

humans, and act proactively to fight poverty, and overcome other big challenges that threaten human progress and prosperity. Is taming global poverty an overly audacious goal? Can this goal be attained in our lifetime? How can we eliminate poverty and related problems that have bedeviled human society for centuries? The author is supremely optimistic that poverty can be overcome, and the book presents a blueprint for a new type of business organization (Social Business or SB) dedicated to improving the conditions of the poor in a profitable and sustainable way.

Munir Quddus

munirtasmina@sbcglobal.net

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