The Power Of Unreasonable People How Social Entrepreneurs Create Markets That Change The World Leadership For The Common Good

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Annotation This landmark book show how the old model of corporate sustainability and responsibility is being replaced by a second generation movement that goes beyond the outmoded approach of CSR as philanthropy or publications to a more interactive, stakeholder-driven model. The author describes the new concept and mission of the new movement and explains its agenda in a succinct guide that will be useful for CSR professionals, including managers, consultants, academics, and non-governmental organizations.

Traditional Chinese edition of The Happiness Project: Or, Why I Spent a Year Trying to Sing in the Morning, Clean My Closets, Fight Right, Read Aristotle, and Generally Have More Fun. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

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into action for the benefit of your bottom line and society as a whole. Based on more than 100 interviews with experts in business, international organizations, NGOs and universities from around the world, this first of its kind guide brings together all the pieces of the business and sustainability puzzle including: The basics on what sustainability is, why you should be interested, how to get started, and what a sustainable organization looks like. A wide range of tools, guidelines, techniques and concepts that you can use to implement sustainability practices. Tools and tips on how to “green” your job, including how to sell these ideas to your team, how to make green choices as a consumer and how to organize green meetings. A survey of the exciting trends in sustainable business happening around the world. A wealth of links to interesting resources for more information. The Sustainable MBA is organized like a business school course – allowing you easy access to the relevant information you need about sustainability and Accounting, Economics, Entrepreneurship, Ethics, Finance, Marketing, Organizational Behaviour, Operations and Strategy. Giselle Weybrecht's commitment to sustainable development goes back to before her university years. Since then she has expanded her reach to local and national government, business, social entrepreneurs, and the international community. She worked for the United Nations World Water Assessment Programme, is a fellow of the UC Berkeley-based Beahrs Environmental Leadership Programme, and holds an MBA from London Business School. She is currently developing new approaches to raise awareness among managers of how they can incorporate sustainability into their businesses and everyday professional lives.

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Chinese edition of Malcolm Gladwell's Outliers: The Story of Success. The #1 New York Times and Amazon bestselling book in nonfiction. Gladwell examines the lives of Outliers - the best of the top 1%, asks what makes them different than ordinary lives. He approaches the remarkable answers that proves this brilliant book is a revolution. Distributed by Tsai Fong Books, Inc.

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book describes three ways to theorise social innovation when seeking to manage and organize for both social and economic progress.

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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.

George Bernard Shaw once said that reasonable people adapt themselves to the world but unreasonable people adapt the world to themselves. In a sense, this book explores how these so-called 'unreasonable people' may interact to re-fashion the world around them in fragile economic development. Drawing on empirical research in the volatile and traditional context of Afghanistan, the study investigates the challenge of poor women's participation in business and diverse outcomes for local development. Institutional Innovation and Change in Value Chain Development takes a unique look at nuanced institutional phenomena through the lens of social institutions, with a subtle appreciation of the interaction of structure and agency. Drawing on in-depth qualitative research in Afghanistan, the case studies specifically investigate the transformation of the women's norm of purdah, and the subsequent development of new market institutions in three women's enterprises. Shedding new light on the opaque process of institutional change, the research shows that external actors (such as NGOs) can both initiate and guide institutional development in fragile environments. Yet there may be limitations to their endeavours, with strong resistance from local power holders. Meanwhile, dominant entrepreneurs are shown to play a major role in fostering institutional development pathways. This influences the scope of inclusion and exclusion in enterprise and value chains, and broader streams of socio-economic development.

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