

# **The Social Business**

**Alex Nicholls**

**Building Social Business** Muhammad Yunus, 2010-05-11 Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a visionary new dimension for capitalism which he calls "social business." By harnessing the energy of profit-making to the objective of fulfilling human needs, social business creates self-supporting, viable commercial enterprises that generate economic growth even as they produce goods and services that make the world a better place. In this book, Yunus shows how social business has gone from being a theory to an inspiring practice, adopted by leading corporations, entrepreneurs, and social activists across Asia, South America, Europe and the US. He demonstrates how social business transforms lives; offers practical guidance for those who want to create social businesses of their own; explains how public and corporate policies must adapt to make room for the social business model; and shows why social business holds the potential to redeem the failed promise of free-market enterprise.

The Social Business Imperative Clara Shih, 2016-03-25 Social media is now the dominant online activity and drives more website traffic than online search. The implications for businesses are as profound as the rise of Google 15 years ago. Amidst the demands of running a business, it can be alluring to fully delegate digital to the digital team. But in today's wired environment, digital is actually everyone's job. Company leaders and professionals must seek to personally grasp the tectonic changes arising from the always-connected customer, and then rethink traditional business models, business practices, and even their own job responsibilities and careers accordingly. In *The Social Business Imperative*, Silicon Valley entrepreneur and renowned thought leader Clara Shih identifies powerful new opportunities created by social media across the entire customer lifecycle. As described in the book's foreword, written by Starbucks Chairman and CEO Howard Schultz, this guide is a must-read for all professionals. From boards of directors, CEOs, and Chief Marketing Officers to front-line sales managers, recruiters, IT, and compliance directors, no role is untouched by the social, mobile, digital transformation. This book explains how to adapt and thrive in this brilliant new world order by understanding the transformation taking place not only in one's own department but across the customer journey. Only with this broader understanding can functional leaders collaborate on delivering a cohesive experience spanning previous organizational silos. Going far beyond her global bestseller *The Facebook Era*, Shih offers unprecedented insights into why and how traditional organizations must re-imagine their existing business processes to capture "the digital last mile" across social, mobile messaging apps, Internet of Everything, and the collaborative economy. Drawing on her immense experience helping Fortune 500 companies operationalize digital transformation to drive measurable uplift in sales and loyalty, Shih also presents powerful new case studies spanning multiple industries and companies from Wells Fargo to Warby Parker. "A book worth reading, a voice worth listening to, from a leader of real consequence. A clarion call on the promise and potential of social channels to transform business." —Walter Robb, Co-CEO, Whole Foods Market "This is a must-read for any business leader who wants to thrive in this time of disruptive change." —Chip Bergh, President & CEO, Levi Strauss & Co. Whether you're a global brand, small local business, or individual who wants to turn your passion into a livelihood, this book simply and clearly articulates how to channel the power of social media to delight audiences and grow your business. —Marne Levine, COO of Instagram "Almost overnight, social media has transformed business and the way we as companies interact with our customers. In a way, social media has become part of everyone's job. Clara's book gets right to the heart of the matter and gets us thinking critically about what could be next on this roller coaster ride." —Robin Hayes, President and CEO, JetBlue "The power of Clara's book is it highlights not only social media practices but fundamental business practices and

how company leaders need to entirely rethink customer engagement models. The implications for every business, regardless of industry or geography, of today's social, connected consumer cannot be overstated. This book provides a powerful vision and compelling call to action for company leaders everywhere." —Ted Mathas, Chairman and CEO, New York Life

*A World of Three Zeros* Muhammad Yunus, 2017-09-26 A winner of the Nobel Peace Prize and bestselling author of *Banker to the Poor* offers his vision of an emerging new economic system that can save humankind and the planet Muhammad Yunus, who created microcredit, invented social business, and earned a Nobel Peace Prize for his work in alleviating poverty, is one of today's most trenchant social critics. Now he declares it's time to admit that the capitalist engine is broken -- that in its current form it inevitably leads to rampant inequality, massive unemployment, and environmental destruction. We need a new economic system that unleashes altruism as a creative force just as powerful as self-interest. Is this a pipe dream? Not at all. In the last decade, thousands of people and organizations have already embraced Yunus's vision of a new form of capitalism, launching innovative social businesses designed to serve human needs rather than accumulate wealth. They are bringing solar energy to millions of homes in Bangladesh; turning thousands of unemployed young people into entrepreneurs through equity investments; financing female-owned businesses in cities across the United States; bringing mobility, shelter, and other services to the rural poor in France; and creating a global support network to help young entrepreneurs launch their start-ups. In *A World of Three Zeros*, Yunus describes the new civilization emerging from the economic experiments his work has helped to inspire. He explains how global companies like McCain, Renault, Essilor, and Danone got involved with this new economic model through their own social action groups, describes the ingenious new financial tools now funding social businesses, and sketches the legal and regulatory changes needed to jumpstart the next wave of socially driven innovations. And he invites young people, business and political leaders, and ordinary citizens to join the movement and help create the better world we all dream of.

*Smart Business, Social Business* Michael Brito, 2011-07-07 This book will help organizations evolve into a fully collaborative social business. It serves as a step by step playbook to achieve organizational change, process efficiencies and technology acumen: Proven solutions for the real people, process, and technology obstacles businesses face in using social media behind the firewall. How to have the successful internal conversations with stakeholders, partners and global teams that lead to successful external conversations with the social customer Strategies for improving organizational dynamics, collaboration, governance, training, engagement, policies, technology integration, workflows, social CRM, and metrics Many organizations today have already evolved into social brands. They may be active on Twitter and Facebook; they may have corporate blogs and communities and they are trying hard to engage effectively with the social customer. However, behind the firewall, chaos, anarchy, and conflict reign. In *Smart Business, Social Business*, leading enterprise social business consultant shows how to build an internal framework based on change management that will lead to success with social media: one that will make external engagement more effective, meaningful, and sustainable. Michael Brito systematically identifies the internal culture, process and technology obstacles to long-term success with social media, and offer best practice solutions. He discusses a wide spectrum of issues, offering actionable intelligence and helping decision-makers build strategies and plans that deliver value. Topics addressed include change management, organizational models and dynamics, internal communications, collaboration, governance, metrics, training, employee activation, policies, technology integration, workflows, social CRM, and much more. Drawing on his own experience working for Silicon Valley companies, HP, Yahoo! and Intel, Brito presents dozens of examples and case studies. Using this book,

companies can begin to transform their organizations from just a social brand to a fully collaborative and dynamic social business.”

Social Business By Design Dion Hinchcliffe, Peter Kim, 2012-05-01 From the Dachis Group—the global leader in social business—comes the groundbreaking book on transformative social business strategies. *Social Business By Design* is the definitive management book on how to rethink the modern organization in the social media era. Based on their research and work through the Dachis Group, thought leaders Dion Hinchcliffe and Peter Kim deftly explore how the social, cultural, and technological trends provoked by the social media explosion are transforming the business environment. Designed as both a strategic overview and a hands-on resource, *Social Business By Design* clearly shows how to choose and implement a social business strategy and maximize its impact. Explains the mechanisms, applications, and advantages of a strategic array of social media topics, including social media marketing, social product development, crowdsourcing, social supply chains, social customer relationship management, and more. Features examples from high-profile companies such as SAP, Procter & Gamble, MillerCoors, Bloomberg, HBO, Ford, and IBM who have implemented social business strategies. Draws on the extensive research and expertise of the Dachis Group, which has helped numerous Fortune 500 clients plan, build, and activate effective social business solutions. Containing actionable, high-impact techniques that save time and the bottom line, *Social Business By Design* will transform any organization's strategy to ensure success and avoid disruption in a fast-moving world.

*The Art of Social Enterprise* Carl Frankel, Allen Bromberger, 2013-06-01 Mission driven—business as a vehicle for change. The current business-for-profit model rewards short-term thinking, narrow self-interest, and a social-and-environmental-costs-be-damned attitude. Non-profits, while more focused on the greater good, tend to be inherently resource-challenged and rely on increasingly scarce grants and donations to sustain their existence. Social enterprise is an exciting, blended model driven by the desire to create positive change through entrepreneurial activities. *The Art of Social Enterprise* is a practical guide which supplies everything you need to know about the mechanics of social entrepreneurship including: Startup – envisioning and manifesting intention Strategic planning – balancing social and monetary value Maintaining an even keel despite the inevitable challenges associated with being an entrepreneur. This valuable resource also provides an unparalleled legal perspective to help you take advantage of established legal organizational forms, recent statutory creations, contract hybrids, certification programs and more. Aimed at emerging as well as established social entrepreneurs, for-profit leaders who want to introduce an element of social responsibility into their companies, and non-profit organizations who want to increase their stability by generating income, *The Art of Social Enterprise* is the definitive guide to doing well while doing good.

Understanding Social Enterprise Rory Ridley-Duff, Mike Bull, 2015-10-31 The emergence of social enterprises over the past 35 years has been an exciting and significant development in the economy at a local, national and international level. How should we understand the growing popularity of social enterprise and the wider social economy? Are alternative business models even more relevant in an uncertain business climate? Do they provide a robust response to periods of state ‘austerity’? How do social enterprises contribute to global initiatives to improve the sustainability and responsibility of the business community? Through discussion of theoretical and practical considerations for the field, and a wealth of learning features, this 2nd edition of *Understanding Social Enterprise*: Focuses on the distinct pathways that social enterprises follow, critiquing the competencies and practices that contribute to a successful social economy. Contains updated coverage on sector issues, including the recent development of the social investment industry. Explores how private, voluntary and public sector agencies engage the social economy, and how

distinctive new forms have emerged from it Examines the management of social enterprises in different contexts within the social economy Contains updated coverage of international issues informed by global studies of the social economies. Revisions include a new, tripartite structure and two new chapters on 'Marketing and Measuring Social Value' and 'Social Investment and Crowd Funding'. Visit the companion website for sample curricula, instructors' manual, PowerPoint slides and extra case studies for lecturers, and access to full-text journal articles for students.

*Entrepreneurship in the Social Sector* Jane Wei-Skillern, 2007-05-24 Written for students and practitioners of social entrepreneurship, this text is about the opportunity and challenge of applying leadership skills and entrepreneurial talents creatively and appropriately to create social value.

*Social Entrepreneurship and Social Business* Christine K. Volkmann, Kim Oliver Tokarski, Kati Ernst, 2012-04-24 This compilation offers students a comprehensive overview of the field of social entrepreneurship. Leading European researchers and lecturers such as Ann-Kristin Achleitner, Markus Beckmann, Heather Cameron, Pascal Dey, Andreas Heinecke, Benjamin Huybrechts, Alex Nicholls, Johanna Mair, Susan Müller and Chris Steyaert have contributed to this textbook.

**The Business of Good** Jason Haber, 2016-05-16 The Business of Good narrates the story behind social entrepreneurship as told by the individuals compelled to create a change in the world--not just another business. Serial and social entrepreneur Jason Haber intertwines case studies, anecdotes, and initiatives that have become part of the larger narrative of entrepreneurship. From Main Street to Wall Street, today's social entrepreneurs are rebooting capitalism, challenging the charitable industrial complex, and are disrupting the way companies do business with exciting innovations designed to solve society's most vexing problems. In this book, Haber examines Capitalism 2.0, philanthropy, and the role and power of media alongside the world's response as social entrepreneurship changes how we give, how we invest, and who we are.

*The Pursuit of Social Business Excellence* Vala Afshar, Brad Martin, 2012 If you are not a social business you are losing market share. If you are not a social business, you are also losing the opportunity to recruit and retain the very best talent in the market. In this social and mobile era, customers have choices and voices that are scaled and amplified like never before. For businesses to truly connect with their employees and customers they must be able to listen, respond, engage, and add value in a timely and robust manner. But, to truly connect we must do so by way of a personalized and mutually beneficial approach; and in order to do this well, we must embrace social collaboration. By reading the Pursuit of Social Business Excellence you will be able to 1) identify foundational success elements of a social business; 2) follow a prioritized and guided step by step transformation process; 3) measure progress and identify self-reinforcing confirmation points. 4) increase top line revenue, profit, employee retention and customer loyalty. Afshar and Martin are award winning enterprise technology and management executives who have unlocked the value of social business transformation to drive industry leading growth, customer loyalty and profitability. In 2011, Afshar pioneered and led the efforts to drive the innovation behind enterprise networking industries first social machines. In 2012 Afshar and Martin's company, Enterasys Networks, was recognized as one of Boston's best places to work and was also awarded for top services-collaboration innovation, best contact center and next generation quality leadership.

**Succeeding at Social Enterprise** Social Enterprise Alliance, 2010-03-19 From the Social Enterprise Alliance, the organization dedicated to building a robust social enterprise field, comes Succeeding at Social Enterprise. This practical guide is filled with the best practices, tools, guidance, models and successful cases for leaders (and future leaders) of social ventures and enterprises. A groundbreaking work, it brings together the knowledge

and experience of social enterprise pioneers in the field and some of today's most successful social entrepreneurs to show what it takes to implement and run an effective social venture or organization. Succeeding at Social Enterprise focuses on real life examples, lessons learned and the core competencies that are needed to run a social venture in a nonprofit, highlighting such skills as managing and leading, business planning, marketing and sales, and accounting. Praise for Succeeding at Social Enterprise This is a must read for anyone starting or growing a social enterprise. The lessons learned offer valuable, practical and real insights from pioneers in the field. The frameworks and tools presented can be implemented immediately to help drive success and expand your social impact. —Kriss Deiglmeier, executive director, Center for Social Innovation, Stanford Graduate School of Business By successfully weaving together the best thinking and advice from a diverse set of our field's leading experts and practitioners, Succeeding at Social Enterprise will be the new 'must have' handbook for Social Enterprise. —Jed Emerson, [www.BlendedValue.org](http://www.BlendedValue.org) This is a timely book needed for a movement that's taking off. The leading thinkers and top practitioners in this book make today's pressing issues clear to both the novice and the experienced social entrepreneur. —Kevin Jones, founding principal, Good Capital Written by the nation's leading experts on starting, building and leading a successful social venture, this book is a profoundly important contribution to the growing body of literature on social entrepreneurship. No other book brings to bear this kind of business experience, practical advice and wisdom on the challenges of creating and sustaining a social enterprise. —David Roll, founder, Lex Mundi Pro Bono Foundation

**The Social Entrepreneur's Playbook, Expanded Edition** Ian C. MacMillan, James D. Thompson, 2013-11-12 Wharton professor Ian C. MacMillan and Dr. James Thompson, director of the Wharton Social Entrepreneurship Program, provide a tough-love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high-uncertainty conditions typically encountered by social entrepreneurs.

Asia's Social Entrepreneurs Howard Thomas, Havovi Joshi, 2021-10-10 Social enterprises of all forms drive inclusive growth by creating social and economic networks, and a stable ecosystem, that enable societies to grow and prosper. This book presents a collection of ten case studies that demonstrate the important role played by social enterprises in driving inclusive growth in Asia's economies. Unlike the traditional models, such as NGOs and charities, that are donor dependent for funding, a social enterprise is a hybrid business model that includes both social mission and revenue generation goals to ensure sustainability and self-reliance. The ten case studies in the book provide a ringside view of how social enterprises operate and evolve to create, sustain, and scale up their social impact. Readers will gain a practical understanding of how social entrepreneurs struggle to maintain a balance between their two seemingly contradictory goals of creating social value and generating economic returns. The book carries the readers on the journey of each of these ten social enterprises, offering unique and valuable insights into the motivations, tribulations, successes, and even failures of these organisations—critical for continued learning, contribution, and innovation in the domain. The book is appropriate for all readers interested in the role social entrepreneurship plays in stimulating economic growth in Asia, including organisations, government, and universities, as well as individuals.

**In the Business of Change** Elisa Birnbaum, 2018-05-29 Meet the social entrepreneurs who are using business to disrupt the status quo and rebuild their communities Our communities are facing the fallout from the demise of vital industry, bankrupt economies, bad policy or policing, and political mismanagement. People are looking for answers, and the same old simply won't do. In the Business of Change is a practical and inspirational guide that showcases how social entrepreneurs from places such as New York, Chicago, Los Angeles, San Francisco, and Vancouver, who are weary of waste, injustice, and government inaction, are using business savvy to tackle challenges in their communities. Part

storytelling, part lessons learned, coverage includes: Profiles of remarkable individuals and companies in such diverse sectors as employment, food, art, education, and social justice. An overview of lessons learned and real impacts on the ground. Tips for getting started, connecting to the local community, and scaling up. *In the Business of Change* is for everyone who wants to rebuild their communities and believes that business can be a powerful, positive force for change.

**Social Entrepreneurship** Alex Nicholls, 2008-04-03 'Social Entrepreneurship' is a term that has come to be applied to the activities of grass-roots activists, NGOs, policy makers, international institutions, and corporations, amongst others, which address a range of social issues in innovative and creative ways. Themed around the emerging agendas for developing new, sustainable models of social sector excellence and systemic impact, *Social Entrepreneurship* offers, for the first time, a wide-ranging, internationally-focused selection of cutting-edge work from leading academics, policy makers, and practitioners. Together they seek to clarify some of the ambiguity around this term, describe a range of social entrepreneurship projects, and establish a clear set of frameworks with which to understand it. Included in the volume are contributions from Muhammad Yunus, winner of the 2006 Nobel Peace Prize and the father of microfinance, Geoff Mulgan, former head of the British prime minister's policy unit, and Bill Drayton, founder of the Ashoka network of social entrepreneurs. Jeff Skoll, founder of the Skoll Foundation, and first president of eBay, provides a preface. Alex Nicholls provides a substantial new preface to this paperback edition, reflecting on the latest developments in the study and practice of social entrepreneurship.

*Social Entrepreneurship For Dummies* Mark Durieux, Robert Stebbins, 2010-03-16 Discover how to bring social responsibility to your business. In today's business world, your bottom line isn't measured by your company's financial performance alone. *Social Entrepreneurship For Dummies* shows you how to implement social responsibility to your business plan in order to increase your bottom line. This book helps any social entrepreneur gain the necessary skills needed to change the system and spread the solution, while providing explanations of the most successful business tools being used today. A complete reference on the ideas and processes associated with social entrepreneurship. Provides a foundation and business plan for those looking to create their own socially oriented business venture. *Social Entrepreneurship For Dummies* gives you the trusted and friendly advice you need to get on your way toward social responsibility!

Social Enterprise Malcolm Harper, Nadiya Parekh, 2021-09-30 This book introduces students and others to the discipline of social entrepreneurship, which encourages the creation of enterprises that are socially inclusive yet economically and ecologically sustainable. In each chapter there is a mix of case studies about internationally well-known enterprises and other more local enterprises which are totally new. The book leads its readers to understand and appreciate entrepreneurial issues and to engage themselves in community-based activities. *Social Enterprise* helps readers to: analyze and articulate the blend of social, environmental and economic values which is present in all kinds of enterprise; understand the issues involved in translating good intentions with multiple goals into focused, sustainable and practical actions; propose alternative social enterprise management strategies based on their own analysis of case studies of entrepreneurial endeavors that are perceived to be 'social'. The authors take a pragmatic yet critical approach, and this book should be core or recommended reading for *Social Entrepreneurship* and *Social Enterprise* modules at advanced undergraduate, postgraduate and MBA levels.

Creating Business Value and Competitive Advantage With Social Entrepreneurship Iyigun, N. Oyku, 2018-07-20 The field of social entrepreneurship is attracting attention from multiple industries. Social entrepreneurs are responsible for finding ways to creatively

contribute to society by providing affordable products and services. **Creating Business Value and Competitive Advantage With Social Entrepreneurship** is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental terms. Focused on topics such as creating business value, promoting social entrepreneurship, and enacting programs of social change, this book provides the latest research and practical solutions concerning social entrepreneurship. The source proves valuable to academicians, researchers, entrepreneurship practitioners, and individuals interested in learning more about social entrepreneurship.

**The Seven Success Factors of Social Business Strategy** Charlene Li, Brian Solis, 2013-06-19 How to align social media with business strategy for real results For years now, businesses have approached social media in an experimental fashion unconnected to real results. There's a reason why the question about ROI is met with such hostility. But it's time for businesses to get serious about social. In this concise e-book, noted authors and disruptive technology analysts Charlene Li and Brian Solis present seven powerful factors for designing and supporting an effective social business strategy. Li and Solis studied how the best companies create measurable value that aligns with overall business objectives and outline how to incorporate these insights into your strategy and planning process. Li and Solis focus their findings and recommendations on how to convince and even rally decision makers at the executive level. Based on interviews with thought leaders, surveys, and extensive research, they show you how to define your social strategy, create alignment across the organization, and use that strategy to support overall business success. Offers actionable best practices for getting the most bang for your social marketing buck Explains seven key success factors for effective social marketing that cover everything from long-term vision and executive support to staffing and technology investment Written by Charlene Li, bestselling author of *Open Leadership*, and Brian Solis, bestselling author of *What's the Future of Business*, *The End of Business as Usual*, and *Engage*

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