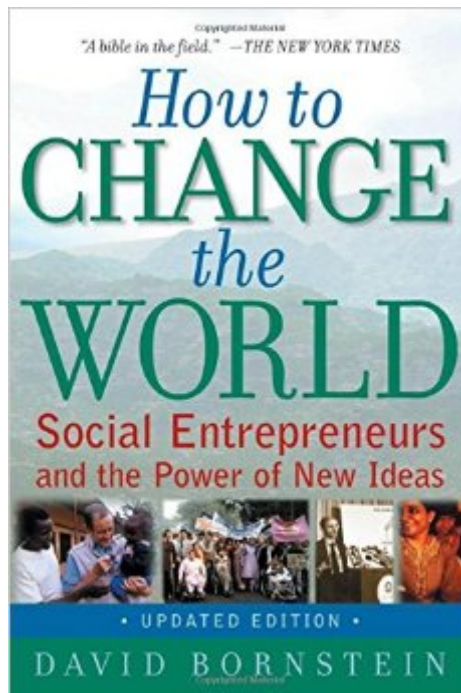


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How To Change The World: Social Entrepreneurs And The Power Of New Ideas, Updated Edition



Synopsis

How to Change the World provides vivid profiles of social entrepreneurs. The book is an In Search of Excellence for social initiatives, intertwining personal stories, anecdotes, and analysis. Readers will discover how one person can make an astonishing difference in the world. The case studies in the book include Jody Williams, who won the Nobel Peace Prize for the international campaign against landmines she ran by e-mail from her Vermont home; Roberto Baggio, a 31-year old Brazilian who has established eighty computer schools in the slums of Brazil; and Diana Propper, who has used investment banking techniques to make American corporations responsive to environmental dangers. The paperback edition will offer a new foreword by the author that shows how the concept of social entrepreneurship has expanded and unfolded over the last few years, including the Gates-Buffetts charitable partnership, the rise of Google, and the increased mainstream coverage of the subject. The book will also update the stories of individual social entrepreneurs that appeared in the cloth edition.

Book Information

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Customer Reviews

Bornstein's "How to Change the World" is a love letter to Ashoka, an impressive and arguably very successful organization that identifies and supports social entrepreneurs throughout the world. Throughout the book, Bornstein provides a primer on Ashoka, its founder and methodology, as well as a number of success stories. He begins with a well-researched and interesting explanation about how the social entrepreneurship movement - or the citizen sector, as he calls it - found its sweet

spot for expansion in the late 20th century. His narrative style is not nearly as compelling as first-person stories, such as "The Blue Sweater" (Novogratz, 2009), or even "Half the Sky" (Kristof & WuDunn, 2009). If each featured social entrepreneur had written a first-person account, this may have provided a more compelling read. One obviously missing component of Bornstein's vignettes is an acknowledgement of failure. On their respective roads to success, what significant missteps did these entrepreneurs take? What did they learn from those mistakes and failures? This book may be a wonderful resource for people who are not yet familiar with social entrepreneurship or the amazing work that has been done by citizen sector individuals and organizations worldwide in the last 30 years. I appreciate the time Bornstein spent describing historical figures, demonstrating that social entrepreneurship is nothing new; it is simply finally getting the attention it deserves. However, the book falls short of its title. It is not a how-to.

I read a lot, almost totally non-fiction, and for the past several years, after accidentally becoming a top reviewer on the strength of 300 reviews lifted from the annotated bibliographies of my first two books, I have been dedicated, as a hobby, to reading in the service of the public. My goal in life at the age of 55, what I learned from this book is called an "encore career," is to be intelligence officer to the five billion poor, and--I now realize from this book--to the social entrepreneurs that are changing the world on a scale and with a speed that governments cannot match. This book blew my mind, literally. It has not altered my course, but it has dramatically accelerated my ability to make progress by illuminating a path I thought I would have to discover. This book is the first "map" of a completely new form of endeavor, profoundly individual in inspiration and global in scale, that of social entrepreneurship, not to be confused with non-profit or non-governmental, more traditional forms. The author, apart from mapping examples (33, focused on education, health, protection, and access to electricity and technology), provides what I consider to be the single best preface/introduction I have ever read.

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