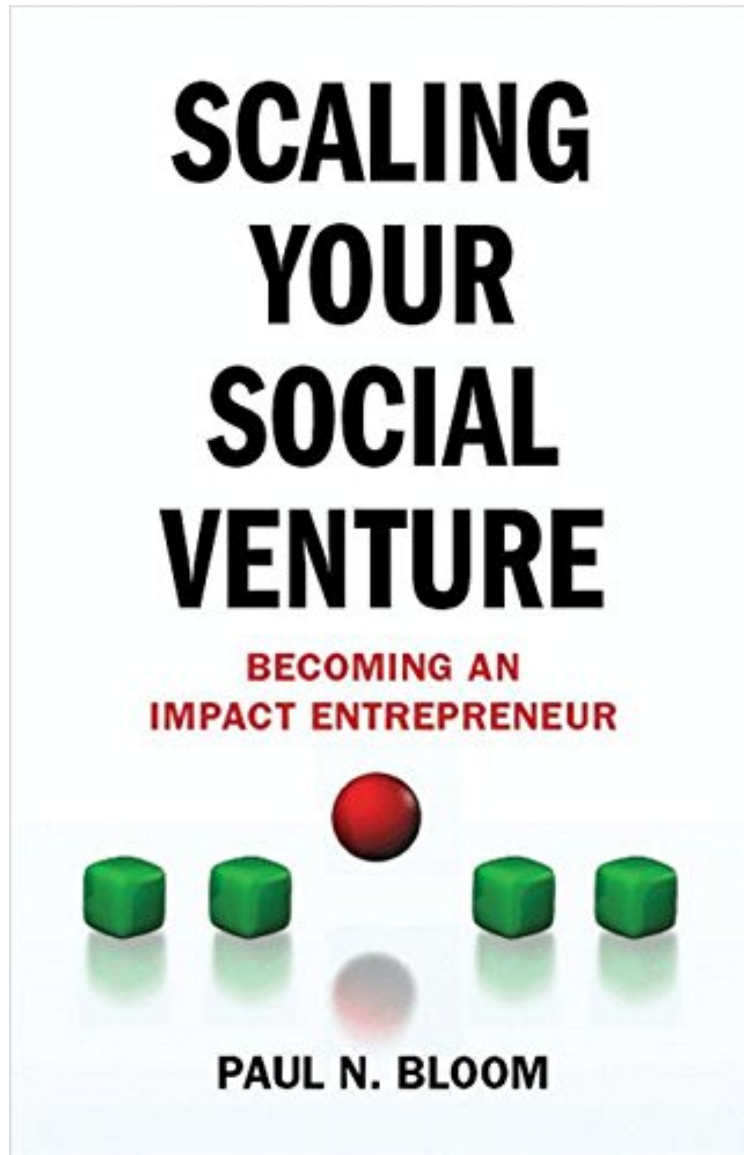


# Scaling Your Social Venture: Becoming an Impact Entrepreneur (Social Entrepreneurship Series)

*P. Bloom*

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**P. Bloom : Scaling Your Social Venture: Becoming an Impact Entrepreneur (Social Entrepreneurship Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Scaling Your Social Venture: Becoming an Impact Entrepreneur (Social Entrepreneurship Series):

Provides practicing social entrepreneurs, whether nonprofit or for-profit, with a guiding framework and practical recommendations for scaling. It is filled with ideas and examples to make it easier for practitioners to make major strides in resolving serious social problems involving, poverty, health, education, and the environment.

"Finally, sound and genuinely useful guidance for social entrepreneurs serious about delivering meaningful results. Scaling Your Social Venture offers a model that's as practical as it is motivating, providing leaders with what they need to build stronger, better organizations - organizations able to scale their impact!" - Sally Osberg, President CEO, Skoll Foundation "There is a growing movement worldwide to create entrepreneurial ventures that have impact on some of our societies' most difficult problems. Yet precious few ventures live up to those expectations. Too many fall far short of attaining their goals - not because they are not passionate enough, or ambitious enough - but because the complexity of scaling a social venture is fraught with multiple and simultaneously appearing challenges. Paul Bloom has written an enormously useful book that is essential reading for those social ventures that dream big." - Dr. Pamela Hartigan, director, Skoll Centre for Social Entrepreneurship, Said Business School -The University of Oxford "Scaling up a social enterprise is difficult, and doesn't always succeed. It takes a lot more than hard work and passion. That's why Paul Bloom's practical, step-by-step process is so valuable. This book is pragmatic, useful and on target for moving up in the world and creating positive social change." - Bill Novelli, Professor, Georgetown University and former CEO, AARP and President, Campaign for Tobacco-Free Kids "Paul Bloom has written the most important work of the year on the most important question facing anyone engaged in social change: How do I create the social change we need? The book could not be more timely or accessible, and is a must read for those of us who want to change the world." - Dr. Paul Light Paulette Goddard Professor of Public Service, Wagner School of Public Service, New York University, founding principal investigator of the Global Center for Public Service "Scaling our operation was our biggest challenge and THE major factor of our success or failure at One Laptop per Child. Dr. Bloom's SCALERS model clarifies what we must focus and execute on to continue our growth and sustainability." - Charles Kane, former president, current Board Member, OLPC; senior lecturer, Finance, MIT Sloan Graduate School of Management. "Paul Bloom's Scaling your Social Venture is a reader-friendly guide for practitioners - both new and seasoned. Those hungry for real examples and pragmatic advice will find this book offers a feast for students of social entrepreneurship and practitioners alike." - Diana Wells, president, AshokaAbout the AuthorPaul N. Bloom is adjunct professor of social entrepreneurship and marketing with the Center for the Advancement of Social Entrepreneurship (CASE) at Duke University's Fuqua School of Business. He was faculty director of CASE from 2007 to 2012. Dr. Bloom is the author or coauthor of more than 100 published articles, papers, book chapters, and books, including The Handbook of Marketing and Society and Scaling Social Impact: New Thinking. He was recently named the 2010-2011 winner of the American Marketing Association's Lifetime Achievement Award for the Marketing and Society Special Interest Group, becoming only the third recipient of this honor. He holds a PhD in marketing from the Kellogg School of Northwestern University, an MBA from the Wharton School of the University of Pennsylvania, and a BS from Lehigh University. He previously served as a marketing professor at the University of North Carolina at Chapel Hill and the University of Maryland at College Park.