Social Entrepreneurship

Managing the Creation of Social Value

Constant Beugré
Contents

Preface ix
Acknowledgments xii
About the Author xiii

1 The Nature of Social Entrepreneurship 1
2 Social Entrepreneurs: Mindset, Characteristics, and Competencies 19
3 Social Entrepreneurial Motivations 42
4 The External Environment of Social Ventures 59
5 Discovering Opportunities for Social Ventures 81
6 Developing a Social Venture Sustainability Model 103
7 Feasibility Analysis for Social Ventures 124
8 Planning for Social Ventures 144
9 Marketing Challenges for Social Ventures 165
10 Managing the Financial Side of Social Ventures 186
11 Organization and Management of Social Ventures 212
12 Social Venture Effectiveness 235
13 Scaling Social Ventures 255
14 Measuring the Impact of Social Ventures 277

Glossary 299
Index 307