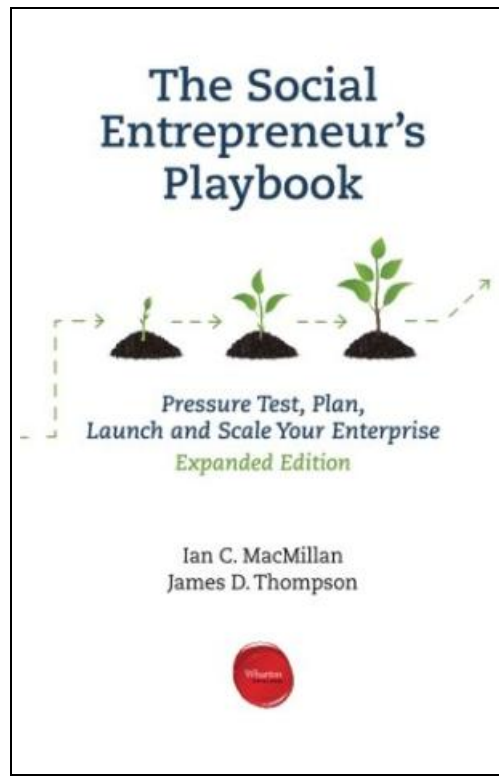


## The Social Entrepreneur's Playbook: Pressure Test, Plan, Launch and Scale Your Social Enterprise



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## THE SOCIAL ENTREPRENEUR S PLAYBOOK: PRESSURE TEST, PLAN, LAUNCH AND SCALE YOUR SOCIAL ENTERPRISE



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Wharton Digital Press, United States, 2013. Paperback. Book Condition: New. Expanded ed.. 213 x 140 mm. Language: English . Brand New Book. Available for the First Time: The Complete Social Entrepreneur s Playbook Covers all three phases of the start-up to scale-up process, developed with reader feedback from one of the more unusual ebook.experiments of the year ( ThinReads ) 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. MacMillan and Thompson used their own systematic framework to publish The Social Entrepreneur s Playbook. To test the market, they offered the first phase in their start-up method (step 1) as a free ebook. Readers were invited to join The Social Entrepreneur s Advisory Group, and nearly 300 aspiring and active social entrepreneurs shared feedback that helped shape the complete edition of the book, which covers all three steps in the start-up to scale-up process. Based on this crowd-sourced feedback from readers of the free ebook and drawing on the authors more than 26 years combined experience developing and studying social enterprises in the field across Africa and in the United States, this new edition provides guidance for each phase: Phase One: Pressure Test Your Start-Up Idea. Based on the free ebook, this expanded section now includes advice on setting revenue and social impact goals, how to navigate the sociopolitical landscape, and how to develop a strong concept statement. In addition, MacMillan and Thompson provide advice on how to identify and test a proposed revenue-generating solution and define and segment your target population. Phase Two: Plan Your Social Enterprise. All new to this edition, this critical phase...



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