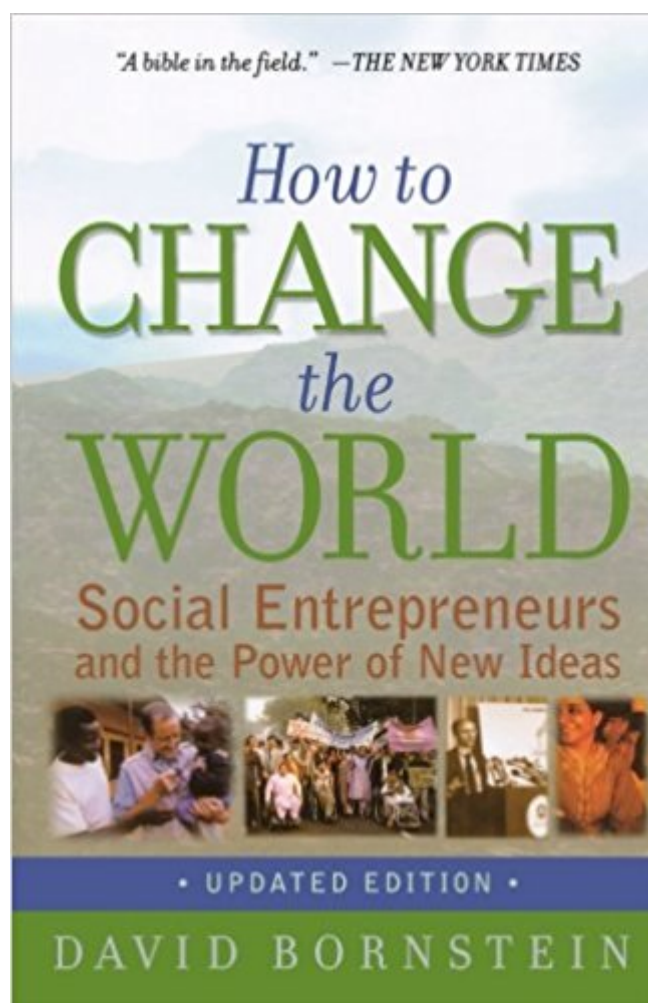


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# How To Change The World: Social Entrepreneurs And The Power Of New Ideas, Updated Edition



## 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

Book Description Published in over twenty countries, How to Change the World has become the Bible for social entrepreneurship. It profiles men and women from around the world who have found innovative solutions to a wide variety of social and economic problems. Whether they work to deliver solar energy to Brazilian villagers, or improve access to college in the United States, social entrepreneurs offer pioneering solutions that change lives. Discover surprising facts about social

entrepreneurs from author David Bornstein According to a recent Harris Poll, a whopping 97% of Generation Y are looking for work that allows them "to have an impact on the world." In recent years, courses or centers in social entrepreneurship have been created in over 250 universities and colleges such as Harvard Business School, Yale School of Management, Duke, NYU's Stern & Wagner, Wharton, Oxford, and Stanford. Teach for America received 25,000 applications for 3,700 slots in 2008, an increase of more than a third over 2007. In Ivy League schools such as Yale, Cornell, and Dartmouth, close to 10% of all graduates applied to the program. In the past two years, the Acumen Fund, an organization that supports social entrepreneurs who solve major problems through business solutions (eg. malaria nets, water purification, loans for housing), received more than 1,000 applications from top ranked business students for just 15 fellowship positions. The list of top business entrepreneurs who are focusing either full time or a considerable amount of time on social entrepreneurship is highly impressive: Pierre Omidyar, founder of ebay, created Omidyar Network to "enable individual self-empowerment on a global scale." Jeff Skoll, cofounder of ebay, also runs Participant Productions, which makes socially conscious films including An Inconvenient Truth and Goodnight and Good Luck. Bill Gates has left Microsoft to pursue a full-time career in philanthropy. Warren Buffett recently donated \$30 billion to the Gates Foundation. William Draper, one of the biggest venture capitalists in Silicon Valley, created the Draper Richards Foundation to support social entrepreneurs. Klaus Schwab, the founder of the World Economic Forum (Davos), founded the Schwab Foundation for Social Entrepreneurship. Sergey Brin and Larry Page, founders of Google, created Google.org, which supports social entrepreneurs and has raised over \$1 billion. Legendary venture capitalist John Doerr is leading an effort to raise \$100 million for microcredit loans. The Grameen Bank, the leading example for social entrepreneurs worldwide, received the Nobel Peace Prize in 2006. The Bridgespan Group, a consulting group that advises social entrepreneurs, received 1,800 applications for 18 job openings in 2006.

"Wonderfully hopeful and enlightening.... The stories of these social entrepreneurs will inspire and encourage many people who seek to build a better world." --Nelson Mandela "The book is must reading for anyone who cares about building a more equitable, and therefore more stable, world."--William J. Holstein, New York Times "I've told everyone within earshot about it. Besides, I'm confident that those who've read the earlier volume will appreciate the update...Buy extra copies of the book as gifts-someone you know may be looking for a future with meaning."--Portland Alliance "David Bornstein's How to Change the World provides a wonderful introduction to social

entrepreneurship. It is engaging, inspiring, and informative, weaving Bornstein's thoughtful commentary with a set of rich, diverse, and instructive examples. It is the first book I recommend to interested students." -- Professor J. Gregory Dees, Faculty Director, Center for the Advancement of Social Entrepreneurship, Duke University's Fuqua School of Business "A fascinating book.... Well-documented cases of grassroots entrepreneurial activities to tackle such diverse social problems as child abuse, disability, illiteracy, and environmental degradation give life to it." --Laura D'Andrea Tyson, Business Week "This pioneering book details the development of social entrepreneurship globally with useful case studies and thoughtful analysis throughout. It represents one of the core teaching materials we use at Oxford."--Dr Alex Nicholls, Lecturer in Social Entrepreneurship, Saïd Business School, Oxford University "One of the most powerful transformative forces in this century is social entrepreneurship and this book insightfully probes these entrepreneurial change agents driving this process. Enriching reading for students and practitioners seeking to build a better world."--James E. Austin, Snider Professor of Business Administration, Emeritus, and Co-Founder of the Harvard Business School Social Enterprise Initiative

David Bornstein's *How to Change the World* is a book that both gives you hope for humankind and forces you to ask yourself "so, what can I do to help?" While some may be bothered by the lack of conclusion or handy textbook guide explaining how to become an impactful changemaker, I think the stories speak from themselves and illustrate that there is no "right" path or specific academic or professional skill set required to impart positive social change within a community. I read this book from three perspectives and each provided a unique but constant insight. As a working woman, I admired the strength, tenacity and unwavering determination of each of the profiled social entrepreneur. As a graduate student, I analyzed each individual's techniques and searched for the common thread and motivation among social entrepreneurs. And as a compassionate person, my immediate reaction is to find my place in social entrepreneurship and start doing my part. The profiles are written in a way that is factual and informative but also possess an underlying emotional component that sucks you in like a good fiction novel. By the end of each chapter I had a newfound respect for social entrepreneurship and organizations like Ashoka who seek to help bright social entrepreneurs take the steps needed to make change happen. I highly recommend this book to anyone in the field, interested in the field, or simply looking for an inspirational read.

Bornstein is a compelling and thorough storyteller. As a master's student studying social

entrepreneurship, I would have to agree with the New York Times' accolades; this book can be considered a bible in the field. After the first reading of this book, I have a better grasp on the critical characteristics required for aspiring change makers. More importantly, I recognize that the power of new ideas deserves the attention of anyone who has ever dreamed of anything new before. True, this book title will most likely attract the already altruistic, but Bornstein makes a convincing case for anyone teetering on the edge of action. Rather than a traditional "how-to" guide with specific instructions, *How to Change the World* reads more like a documentary. Bornstein entices his audience with inspirational stories about seemingly ordinary folks jostled so deeply by a world's need that they felt no other choice but to devote their entirety to bringing about a better future. It is about people whose tonics are their pivotal and innovative ideas. Foundational principles that undergird these social entrepreneurs and their ventures are woven throughout the stories and later clarified in several chapters. Researched for over five years, this book boils down countless interviews with Ashoka fellows and Bill Drayton himself. While it is difficult to articulate a single definition to capture a social entrepreneur, Bornstein was able to describe he or she as an "obsessive individual who takes the initiative to act on that vision, who gathers resources and builds organizations to protect and market that vision, who provides the energy and sustained forces to overcome the inevitable resistance, and who--decade after decade--keeps improving, strengthening, and broadening that vision until what was once a marginal idea has become a new norm" (p. 3). The author retraces how he came to this conclusion by meandering through the critical landscape of social entrepreneurship today. If you find Malcolm Gladwell's insights on innovation fascinating, you should enjoy Bornstein's take on the phenomenon of social ideas and their tipping points.

I ordered this book for a public health class in college. It's got inspiring stories of social entrepreneurs-- each chapter is dedicated to a different cause/person behind the cause. It's a little dry unless you're really into the material (wanting inspiration as an entrepreneur yourself)-- each chapter is an account of an entrepreneur but it's not always super personal.

After reading Bornstein's *How to Change the World*, I was touched with the social entrepreneurs' stories who felt compelled to pursue their careers. Many sacrificed a great deal, including their sleep, marriages and even disregarded others' negative judgments. It was not easy, but it seemed that many created a vision and continued to develop it. My most important take-away was that many see the problems that require change and develop a solution to treat the symptoms, rather than just

providing a temporary cover up. If you are seeking a career in social entrepreneurship, I would encourage you to read this book. Even if you're not pursuing such a career, it is important to realize the sacrifices many have to make to change our world for the better. It truly touched my heart knowing that these people felt such an obligation to help others. The book also allowed me to realize that these change makers did not view themselves as social entrepreneurs, but most were simply influenced by contextual events that led them to their current entrepreneurial endeavors. It is important to understand where social entrepreneurs originate from, as well as what drives them to want to contribute in making a difference among society.

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