

# Getting Beyond Better How Social Entrepreneurship Works

Making Money Moral  
 The Social Skills Picture Book  
 Getting Beyond the Facts  
 Social Contract Theory for a Diverse World  
 Beyond Performance  
 Social Entrepreneurship  
 Beyond the Valley  
 Wisser  
 Getting Beyond Better  
 When More Is Not Better  
 Understanding Social Entrepreneurship  
 Beyond the Bottom Line  
 Good to Great  
 Getting Beyond "I Like the Book"  
 Beyond the Familiar  
 Beyond Good  
 Beyond Beautiful  
 Celebrity  
 Beyond Business  
 The Good Drone  
 Engine of Impact  
 Beyond the Bake Sale  
 Beyond Entrepreneurship  
 Beyond Great  
 Social Startup Success  
 Beyond Measure  
 Moving Beyond Modern Portfolio Theory  
 Beyond Collaboration Overload  
 Creating Great Choices  
 Off Balance  
 Social Practices, Intervention and Sustainability  
 The Opposable Mind  
 Beyond Obamacare  
 Beyond Free Market  
 BE 2.0 (Beyond Entrepreneurship 2.0)  
 Why Nations Fail  
 Statistical Inference as Severe Testing  
 Beyond the Triple Bottom Line  
 Beyond Digital  
 Beyond Consensus

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## MELLENDEZ LEON

**Making Money Moral** Peter Lang Incorporated, International Academic Publishers  
 "This book seeks to provide graduate-level and upper-division or honors undergraduate students with a comprehensive understanding of the emerging and rapidly growing field of social entrepreneurship. It is the most complete text on the subject available, exploring both the theory and practice of social entrepreneurship and blending these seamlessly through examples, case studies, the voices of practicing social entrepreneurs, and special features that put students in a position that requires creative thinking and strategic problem solving"--  
**The Social Skills Picture Book** John Wiley & Sons  
 A pragmatic new business model for sustainability that outlines eight steps that range from exploring a mission to promoting innovation; with case studies. Many recent books make the case for businesses to become more sustainable, but few explain the specifics. In this book, Francisco Szekely and Zahir Dossa offer a pragmatic new business model for sustainability that extends beyond the traditional framework of the triple bottom line, describing eight steps that range from exploring a vision and establishing a strategy to implementing the strategy and promoting innovation. Szekely and Dossa argue that businesses and organizations need to move away from the business case for sustainability toward a sustainable business model. That is, businesses should go beyond the usual short-term focus on minimizing harm while maximizing profits. Instead, businesses on the path to sustainability should, from the start, focus on addressing a societal need and view profitability not as an end but as a means to support the sustainable organization. Szekely and Dossa explore key problems organizations face when pursuing a sustainability agenda. Each chapter presents one of the eight steps, describes a business dilemma for sustainability, provides a theoretically grounded strategic framework, offers case studies that illustrate the dilemma, and summarizes key findings; the case studies draw on the experiences of such companies as Tesla Motors, Patagonia, TOMs, and Panera. The book emphasizes leadership, arguing that leaders who question the status quo, inspire others, and take risks are essential for achieving sustainable business practices.  
**Getting Beyond the Facts** Ten Speed Press  
 How to repair the disconnect between designers and users, producers and consumers, and tech elites and the rest of us: toward a more democratic internet. In this provocative book, Ramesh Srinivasan describes the internet as both an enabler of

frictionless efficiency and a dirty tangle of politics, economics, and other inefficient, inharmonious human activities. We may love the immediacy of Google search results, the convenience of buying from Amazon, and the elegance and power of our Apple devices, but it's a one-way, top-down process. We're not asked for our input, or our opinions—only for our data. The internet is brought to us by wealthy technologists in Silicon Valley and China. It's time, Srinivasan argues, that we think in terms beyond the Valley. Srinivasan focuses on the disconnection he sees between designers and users, producers and consumers, and tech elites and the rest of us. The recent Cambridge Analytica and Russian misinformation scandals exemplify the imbalance of a digital world that puts profits before inclusivity and democracy. In search of a more democratic internet, Srinivasan takes us to the mountains of Oaxaca, East and West Africa, China, Scandinavia, North America, and elsewhere, visiting the "design labs" of rural, low-income, and indigenous people around the world. He talks to a range of high-profile public figures—including Elizabeth Warren, David Axelrod, Eric Holder, Noam Chomsky, Lawrence Lessig, and the founders of Reddit, as well as community organizers, labor leaders, and human rights activists.. To make a better internet, Srinivasan says, we need a new ethic of diversity, openness, and inclusivity, empowering those now excluded from decisions about how technologies are designed, who profits from them, and who are surveilled and exploited by them.

**Social Contract Theory for a Diverse World** Cambridge University Press

As a business leader, you are in the perfect role to change the world. That's not motivational hype. Your business is your ideal platform to build a better world. Many people assume charities, churches, and non-profits are responsible for meeting the needs of the world--but they can only do so much. But what if you could build a more successful company to build a more successful society? What if your business could drive significant changes in society? This book will show you: How smart business processes can create time and resources you can use to make a bigger impact on your world How your company can excel at meeting critical needs, developing your team, and addressing challenges in society How you can find the guidance and resources to be a world-changing business leader Transform your company into a more effective platform to build a better world.

**Beyond Performance** MIT Press

Brilliant and engagingly written, Why Nations Fail answers the question that has stumped the experts for centuries: Why are some nations rich and others poor, divided by wealth and poverty, health and sickness, food and famine? Is it culture, the weather, geography? Perhaps ignorance of what the right policies are? Simply, no. None of these factors is either definitive or destiny.

Otherwise, how to explain why Botswana has become one of the fastest growing countries in the world, while other African nations, such as Zimbabwe, the Congo, and Sierra Leone, are mired in poverty and violence? Daron Acemoglu and James Robinson conclusively show that it is man-made political and economic institutions that underlie economic success (or lack of it). Korea, to take just one of their fascinating examples, is a remarkably homogeneous nation, yet the people of North Korea are among the poorest on earth while their brothers and sisters in South Korea are among the richest. The south forged a society that created incentives, rewarded innovation, and allowed everyone to participate in economic opportunities. The economic success thus spurred was sustained because the government became accountable and responsive to citizens and the great mass of people. Sadly, the people of the north have endured decades of famine, political repression, and very different economic institutions—with no end in sight. The differences between the Koreas is due to the politics that created these completely different institutional trajectories. Based on fifteen years of original research Acemoglu and Robinson marshal extraordinary historical evidence from the Roman Empire, the Mayan city-states, medieval Venice, the Soviet Union, Latin America, England, Europe, the United States, and Africa to build a new theory of political economy with great relevance for the big questions of today, including: - China has built an authoritarian growth machine. Will it continue to grow at such high speed and overwhelm the West? - Are America's best days behind it? Are we moving from a virtuous circle in which efforts by elites to aggrandize power are resisted to a vicious one that enriches and empowers a small minority? - What is the most effective way to help move billions of people from the rut of poverty to prosperity? More philanthropy from the wealthy nations of the West? Or learning the hard-won lessons of Acemoglu and Robinson's breakthrough ideas on the interplay between inclusive political and economic institutions? Why Nations Fail will change the way you look at—and understand—the world.

**Social Entrepreneurship** MIT Press

This inspiring and yet eminently practical guide shows entrepreneurs how to steer a company to enduring greatness. Leadership style, vision, corporate strategy, innovation, tactical excellence and other key elements are all explored in depth.  
**Beyond the Valley** Currency  
 The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve

enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings? *Wiser* Kogan Page

Very diverse societies pose real problems for Rawlsian models of public reason. This is for two reasons: first, public reason is unable to accommodate diverse perspectives in determining a regulative ideal. Second, regulative ideals are unable to respond to social change. While models based on public reason focus on the justification of principles, this book suggests that we need to orient our normative theories more toward discovery and experimentation. The book develops a unique approach to social contract theory that focuses on diverse perspectives. It offers a new moral stance that author Ryan Muldoon calls, "The View From Everywhere," which allows for substantive, fundamental moral disagreement. This stance is used to develop a bargaining model in which agents can cooperate despite seeing different perspectives. Rather than arguing for an ideal contract or particular principles of justice, Muldoon outlines a procedure for iterated revisions to the rules of a social contract. It expands Mill's conception of experiments in living to help form a foundational principle for social contract theory. By embracing this kind of experimentation, we move away from a conception of justice as an end state, and toward a conception of justice as a trajectory. Listen to Robert Talisse interview Ryan Muldoon about Social Contract Theory for a Diverse World on the podcast, *New Books in Philosophy*: <http://tinyurl.com/j9oq324> Also, read Ryan Muldoon's related Niskanen Center article, "Diversity and Disagreement are the Solution, Not the Problem," published Jan. 10, 2017: <https://niskanencenter.org/blog/diversity-disagreement-solution-not-problem/>

**Getting Beyond Better** Future Horizons

From Jim Collins, the most influential business thinker of our era, comes an ambitious upgrade of his classic, *Beyond Entrepreneurship*, that includes all-new findings and world-changing insights. What's the roadmap to create a company that not only survives its infancy but thrives, changing the world for decades to come? Nine years before the publication of his epochal bestseller *Good to Great*, Jim Collins and his mentor, Bill Lazier, answered this question in their bestselling book, *Beyond Entrepreneurship*. *Beyond Entrepreneurship* left a definitive mark on the business community, influencing the young pioneers who were, at that time, creating the technology revolution that was birthing in Silicon Valley. Decades later, successive generations of entrepreneurs still turn to the strategies outlined in *Beyond Entrepreneurship* to answer the most pressing business questions. *BE 2.0* is a new and improved version of the book that Jim Collins and Bill Lazier wrote years ago. In *BE 2.0*, Jim Collins honors his mentor, Bill Lazier, who passed away in 2005, and reexamines the original text of *Beyond Entrepreneurship* with his 2020 perspective. The book includes the original text of *Beyond Entrepreneurship*, as well as four new chapters and fifteen new essays. *BE 2.0* pulls together the key concepts across Collins' thirty years of research into one integrated framework called *The Map*. The result is a singular reading experience, which presents a unified vision of company creation that will fascinate not only

Jim's millions of dedicated readers worldwide, but also introduce a new generation to his remarkable work.

**When More Is Not Better** Harvard Business Press

"*Getting Beyond "I Like the Book": Creating Space for Critical Literacy in k-6 Classrooms*" (second edition) draws you into life in classrooms where students and teachers together use critical literacy as a framework for taking on local and global issues like racism and gender using books and everyday texts such as school posters and advertisements. This expanded second edition includes the following features: (1) Two additional content areas chapters--science and social studies--to emphasize that critical literacy is not just a part of the literacy curriculum; (2) a new chapter on new technologies such as websites, videos, and podcasts and their impact on critical literacy; and (3) a fresh focus interspersed throughout the book on multimedia literacy and using multimedia text sets. In addition, reflection questions at the end of each chapter can help you connect the ideas in this book with your experiences.

**Understanding Social Entrepreneurship** PublicAffairs

The first book to distill the best of the forward-looking ideas of socially responsible policies emerging from the corporate world. By following the suggestions detailed here, individuals can institute similar programs in their own companies--because it's the right choice to make, and the smart one.

**Beyond the Bottom Line** Penguin

In development circles, there is now widespread consensus that social entrepreneurs represent a far better mechanism to respond to needs than we have ever had before--a decentralized and emergent force that remains our best hope for solutions that can keep pace with our problems and create a more peaceful world. David Bornstein's previous book on social entrepreneurship, *How to Change the World*, was hailed by Nicholas Kristof in *The New York Times* as "a bible in the field" and published in more than twenty countries. Now, Bornstein shifts the focus from the profiles of successful social innovators in that book--and teams with Susan Davis, a founding board member of the Grameen Foundation--to offer the first general overview of social entrepreneurship. In a Q & A format allowing readers to go directly to the information they need, the authors map out social entrepreneurship in its broadest terms as well as in its particulars. Bornstein and Davis explain what social entrepreneurs are, how their organizations function, and what challenges they face. The book will give readers an understanding of what differentiates social entrepreneurship from standard business ventures and how it differs from traditional grant-based non-profit work. Unlike the typical top-down, model-based approach to solving problems employed by the World Bank and other large institutions, social entrepreneurs work through a process of iterative learning--learning by doing--working with communities to find unique, local solutions to unique, local problems. Most importantly, the book shows readers exactly how they can get involved. Anyone inspired by Barack Obama's call to service and who wants to learn more about the essential features and enormous promise of this new method of social change, *Social Entrepreneurship* is the ideal first place to look.

**Good to Great** University of Pennsylvania Press

Describes in pictures the proper responses to real-life situations that youth with social communication challenges face on a daily basis.

**Getting Beyond "I Like the Book"** Harvard Business Press

In an era of dramatic environmental change, social change is desperately needed to curb burgeoning consumption. Many calls to action have focused on individual behaviour or technological innovation, with relative silence from the social sciences on other modes and methods of intervening in social life. This book shows how we can go beyond behaviour change in the pursuit of sustainability. Inspired by the 'practice turn' in consumption studies, this interdisciplinary book looks through the lens of social practice theory to explore important and timely questions about how to intervene in social life. It discusses a range of applied sustainability topics including energy consumption, housing provision, water demand, transport, climate change, curbside recycling and smart grids, seeking to redefine what intervention is, how it happens, and who or what can intervene to address the growing list of environmental calamities facing contemporary societies. These issues are explored through a range of specific case studies from Australia, the UK and the US, providing theoretical insights that are of international relevance. The book will be of interest to researchers and students in the fields of sociology, consumption studies, environmental studies, geography, and science and technology studies, as well as policy makers and practitioners seeking to intervene in social life for sustainability.

**Beyond the Familiar** Routledge

Foundational introduction to the concept that organizations create major impacts by making small changes.

**Beyond Good** John Wiley & Sons

Countless studies demonstrate that students with parents actively involved in their education at home and school are more likely to earn higher grades and test scores, enroll in higher-level programs, graduate from high school, and go on to post-secondary education. *Beyond the Bake Sale* shows how to form

these essential partnerships and how to make them work. Packed with tips from principals and teachers, checklists, and an invaluable resource section, *Beyond the Bake Sale* reveals how to build strong collaborative relationships and offers practical advice for improving interactions between parents and teachers, from insuring that PTA groups are constructive and inclusive to navigating the complex issues surrounding diversity in the classroom. Written with candor, clarity, and humor, *Beyond the Bake Sale* is essential reading for teachers, parents on the front lines in public schools, and administrators and policy makers at all levels.

**Beyond Beautiful** Harvard Business Press

Learn how technological disruption has scaled the business for good movement to a new achievable reality and discover how you can do well by doing good with your business too.

**Celebrity** Harper Collins

American democratic capitalism is in danger. How can we save it? For its first two hundred years, the American economy exhibited truly impressive performance. The combination of democratically elected governments and a capitalist system worked, with ever-increasing levels of efficiency spurred by division of labor, international trade, and scientific management of companies. By the nation's bicentennial celebration in 1976, the American economy was the envy of the world. But since then, outcomes have changed dramatically. Growth in the economic prosperity of the average American family has slowed to a crawl, while the wealth of the richest Americans has skyrocketed. This imbalance threatens the American democratic capitalist system and our way of life. In this bracing yet constructive book, world-renowned business thinker Roger Martin starkly outlines the fundamental problem: We have treated the economy as a machine, pursuing ever-greater efficiency as an inherent good. But efficiency has become too much of a good thing. Our obsession with it has inadvertently shifted the shape of our economy, from a large middle class and smaller numbers of rich and poor (think of a bell-shaped curve) to a greater share of benefits accruing to a thin tail of already-rich Americans (a Pareto distribution). With lucid analysis and engaging anecdotes, Martin argues that we must stop treating the economy as a perfectible machine and shift toward viewing it as a complex adaptive system in which we seek a fundamental balance of efficiency with resilience. To achieve this, we need to keep in mind the whole while working on the component parts; pursue improvement, not perfection; and relentlessly tweak instead of attempting to find permanent solutions. Filled with keen economic insight and advice for citizens, executives, policy makers, and educators, *When More Is Not Better* is the must-read guide for saving democratic capitalism.

**Beyond Business** Business Advantage

Two world-renowned strategists detail the seven leadership imperatives for transforming companies in the new digital era. Digital transformation is critical. But winning in today's world requires more than digitization. It requires understanding that the nature of competitive advantage has shifted--and that being digital is not enough. In *Beyond Digital*, Paul Leinwand and Matt Mani from Strategy&, PwC's global strategy consulting business, take readers inside twelve companies and how they have navigated through this monumental shift: from Philips's reinvention from a broad conglomerate to a focused health technology player, to Cleveland Clinic's engagement with its broader ecosystem to improve and expand its leading patient care to more locations around the world, to Microsoft's overhaul of its global commercial business to drive customer outcomes. Other case studies include Adobe, Citigroup, Eli Lilly, Hitachi, Honeywell, Inditex, Komatsu, STC Pay, and Titan. Building on a major new body of research, the authors identify the seven imperatives that leaders must follow as the digital age continues to evolve: Reimagine your company's place in the world Embrace and create value via ecosystems Build a system of privileged insights with your customers Make your organization outcome-oriented Invert the focus of your leadership team Reinvent the social contract with your people Disrupt your own leadership approach Together, these seven imperatives comprise a playbook for how leaders can define a bolder purpose and transform their organizations.

**The Good Drone** International Reading Assn

This book explores the causes and consequences of market failure in bridging societal differences to create a shared economy. It questions the current world order and evaluates socio-economic gains in reference to the social origins of the economic agents. With a need to counterbalance economic growth with social equality and environmental sustainability, the book proposes innovative approaches to address key questions on the contemporary global economy such as, "Is the Global socio-economic order supportive of the pursuit of rational and enlightened self-interest?", "Is it a unipolar power centre and neoliberal economic policy regime?", "Can the system reinvent itself?", etc. One approach encourages going back to the golden past and making things "great again", insisting that history has ended and the failures of old global institutions be blamed on the "Clash of Civilizations". Another approach advocates giving up the intellectual comfort zone of elegant but irrelevant neo-liberal

explanations of global challenges and asking new questions that take academic debate to the public square. The book examines the internal challenges and contradictions that cause

disintegration and proposes alternative ideas and practices in moving the global community beyond the free market regime. The book will appeal to students and academics of development

studies, political economy, political science, sociology, as well as policymakers and public opinion makers interested in creating a new egalitarian global society.

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