

Recommended Readings

Title	Author/ Publisher	Description
ACADEMIC RESOURCES		
Social Entrepreneurship: A Modern Approach to Social Value Creation	Arthur Brooks. Prentice Hall	This text brings together the established pedagogy of entrepreneurship with cutting edge nonprofit and public management tools. Measuring social value, earned income, donations and government income, entrepreneurial fundraising and marketing, and social enterprise business plans.
Social Entrepreneurship Education Resources Handbook	Debbi D. Brock and Ashoka's Global Academy for Social Entrepreneurship	The 2011 Social Entrepreneurship Education Resource Handbook is for colleges and universities engaged in teaching, research and applied learning in social entrepreneurship. Developed by Ashoka U and Debbi Brock, the fifth edition provides a comprehensive look at social entrepreneurship education http://ashokau.org/resources/shop/
Stanford Social Innovation Review	Stanford University Center for Social Innovation www.ssireview.com	The quarterly magazine brings together academic rigor and the expertise of leaders in the fields of nonprofit management, CSR, social entrepreneurship and philanthropy to generate ideas for strategy in addressing the world's most pressing issues.
PRACTITIONER BOOKS		
Social Entrepreneurship: What Everyone Needs to Know	David Bornstein and Susan Davis Oxford University Press	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.
The End of Poverty	Jeffrey D. Sachs Penguin Books	Jeffrey Sachs has a plan to eliminate extreme poverty around the world by 2025. If you think that is too ambitious, you need to read this book. The goal is to help these people reach the first rung on the "ladder of economic development" so they can have control over their economic futures and their lives.
Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs	Muhammad Yunus, Public Affairs	Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a visionary new dimension for capitalism which he calls "social business." By harnessing the energy of profit-making to the objective of fulfilling human needs, social business creates self-supporting, viable commercial enterprises that generate economic growth even as they produce goods and services that make the world a better place. In the book, he shows why social business holds the potential to redeem the failed promise of free-market enterprise.
Creating a World Without Poverty: Social Business and the Future of Capitalism	Muhammad Yunus, PublicAffairs	This volume efficiently recounts the story of microcredit, then discusses Social Business, organizations designed to help people while turning profits. Food giant Danone's partnership to market yogurt in Bangladesh is described in detail, along with 25 other businesses that operate under the Grameen banner. Infused with entrepreneurial spirit and the excitement of a worthy challenge.
One Day, All Children – The Unlikely Triumph of Teach For	Wendy Kopp, Public Affairs	From her dorm room at Princeton University, twenty-one-year-old college senior Wendy Kopp decided to launch a movement to improve public education in America. In <i>One Day, All Children</i> , she

America and What I Learned Along the Way		shares the remarkable story of Teach For America, a non-profit organization that sends outstanding college graduates to teach for two years in the most under-resourced urban and rural public schools. The book is a blueprint for the new civil rights movement—a movement that demands educational access and opportunity for all American children.
One Wild Life: A Journey to Discover People Who Change Our World	Clare Mulvany, Collins Press	Clare Mulvany traveled the globe meeting people who have stepped off the beaten path to make a greater difference. From a former rocket-scientist-turned-inventor to an economist-turned-philanthropist, she met people from all walks of life using their ideas and innovations to make this world a better place. Whether in slums or wealthy suburbs, whether in Uganda or the USA, she discovered inspiring stories of social entrepreneurs using their business skills and humanitarian passion to bring hope to millions.
Stones into Schools: Promoting Peace with Books, Not Bombs	Greg Mortenson, Viking Adult, 2009	In this dramatic first-person narrative, Greg Mortenson picks up where <i>Three Cups of Tea</i> left off in 2003, recounting his relentless, ongoing efforts to establish schools for girls in Afghanistan. He shares for the first time his broader vision to promote peace through education and literacy, as well as touching on military matters, Islam, and women—all woven together with the many rich personal stories of the people who have been involved in this remarkable two-decade humanitarian effort.
The New Pioneers: Sustainable Business Success through Social Innovation and Social Entrepreneurship	Tania Ellis, Wiley 2010	Social Entrepreneurs hold the key to the future way of doing business and solving social problems. They show that social and economic development can go hand in hand. The book sets the scene by creating an overview of current social megatrends affecting business and society. The author provides practical methods and principles for NGOs and commercial companies that want to create social business.
The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World	J. Elkington, P. Hartigan, Harvard Business Press, 2008	A growing group of entrepreneurs around the world develop and operate new ventures that prioritize social and environmental returns. Innovative, resourceful, practical, and opportunistic, these individuals are also unreasonable, in that they refuse to follow conventional business or social development models and in the process are coming up with new ways to combine markets and meaning. Remarkably, they are succeeding in areas where most businesses currently dare not go.
Partner to the Poor: A Paul Farmer Reader	Paul Farmer, University of California Press	For nearly thirty years, anthropologist and physician Paul Farmer has traveled to some of the most impoverished places on earth to bring comfort and the best possible medical care to the poorest of the poor. Partners In Health to provide a preferential option for the poor in health care. It illuminates the depth and impact of Farmer's contributions and demonstrates how, over time, this unassuming and dedicated doctor has fundamentally changed the way we think about health, international aid, and social justice.
How to Change the World: Social Entrepreneurs and the Power of New Ideas	David Bornstein Oxford University Press	<i>How to Change the World</i> tells the stories of people who have both changed their lives and found ways to change the world. It tells stories of people who have discovered how to use their talents and energy to advance meaningful changes – defiant people who refuse to accept the status quo.



STORIES OF PERSONAL JOURNEY		
Three Cups of Tea	Greg Mortenson and David Oliver Relin, Perfection Learning	<i>In Three Cups of Tea: One Man's Mission to Promote Peace . . . One School at a Time</i> , Mortenson, recount the journey that led from a failed 1993 attempt to climb Pakistan's K2, to successfully establish schools in some of the most remote regions of Afghanistan and Pakistan. <i>Three Cups of Tea</i> is at once an unforgettable adventure and the inspiring true story of how one man really is changing the world—one school at a time.
The Blue Sweater	Jacqueline Novogratz, Rodale Books	<i>The Blue Sweater</i> is at once a deeply personal coming-of-age story of a young idealist and a call to action to all those concerned with growing inequality around the globe. The people she meets and the stories she tells are a testament to the indomitable quality of the human spirit and the power of hope and optimism to create real change. More than just an auto-biography or a how-to guide to tackling poverty, this book challenges us to grant dignity to the poor and to rethink our engagement with the world.
The Price of a Dream	David Bornstein Oxford University Press	Described by its founder, Muhammad Yunus, as a "socially conscious capitalist enterprise," the much-lauded Grameen Bank in Bangladesh seems to be one of the Third World's brightest success stories. By viewing poor people as potential entrepreneurs, the bank has helped village people, especially women, to better their lives in small but significant ways. The lesson of Grameen, the author concludes, is not extrapolation from abroad but the importance of seeking new solutions to and institutions for complex social problems.
NONPROFIT FOCUSED BOOKS		
Strategic Tools for Social Entrepreneurs	Dees, Economy, Emerson Wiley	A full set of practical tools for putting the lessons of business entrepreneurship to work in your nonprofit. The book offers hands-on guidance that helps social sector leaders hone their entrepreneurial skills and carry out their social missions more effectively.
Forces For Good: The Six Practices of High Impact Nonprofits	Leslie R. Crutchfield and Heather McLeod Grant, Jossey-Bass	How did seeing a pile of McDonald's trash lead Environmental Defense's CEO to join forces <i>with</i> business instead of treating it as the enemy? Why did a school bus driver prompt Self-Help to move from providing loans to low-income groups in the South, to launch a national advocacy campaign against predatory lending? And how did Teach for America turn the teachers it places in hundreds of public schools into a national vanguard for education reform? The secret? Great nonprofits spend as much time working <i>outside</i> their four walls as they do managing internal ops.

