



# Creating the Social Venture

*Susan Coleman, Dafna Kariv*

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Social entrepreneurship is a growing area, and we frequently hear of new ventures committed to social change. In academia, however, social entrepreneurship has typically been taught as a 'version' of entrepreneurship, ignoring the unique structure, challenges and goals of the social venture.

In their new book, Coleman and Kariv draw on the latest theory and research to provide boundaries to the definition of social entrepreneurship, discussing both what it is, and what it is not. The book answers several key questions:

- Who are social entrepreneurs?
- What is the process for identifying and solving a social need?
- What are the differences between for-profit and not-for-profit social ventures?
- What is the role of innovation?
- How do we develop high performing firms?
- How do we measure success?

The focus on context allows students to appreciate how social entrepreneurship develops and operates in different countries and cultures, lending a global perspective to the book. Combined with rich pedagogy and a companion website, it provides students with all the learning tools they need to grasp this important subject.

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