

Creating the Social Venture

By 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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Editorial Review

Review

"*Creating the Social Venture* by Susan Coleman and Dafna Kariv provides a detailed and comprehensive introduction to the increasingly interesting phenomenon of the organisation dedicated to social change and innovation rather than economic gain. The concept of the social venture is relatively new and the literature on the topic is increasing at a rapid rate.This book is an excellent primer for students studying the field and will provide a solid grounding for those wishing to expand their understanding of the subject."
- **David Stephens FCMI,** Chartered Management Institute

About the Author

Susan Coleman is professor of finance at the University of Hartford, USA. She teaches entrepreneurial finance, corporate finance, and international business.

Dafna Kariv is a senior lecturer, researcher, and director of the TempusBiz project and "Young Entrepreneurs" at the College of Management Academic Studies, Israel. She is also a member of the Chair of Entrepreneurship at HEC Montréal, Canada.

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