

## Building Social Business The New Kind Of Capitalism That Serves Humanitys Most Pressing Needs

"Content is now king - and if you're a brand marketer, you need to be a media company, too. Your Brand, The Next Media Company brings together the strategic insights, operational techniques, and insights and practical approaches for transforming your brand into a highly successful media company - and a winning social business! Social business pioneer Michael Brito covers every step of the process, including: Understanding your social customer and their new world Planning your social business and content strategies Building infrastructure and teams, and setting the stage for transformation Identifying and overcoming the specific content challenges you face Recognizing the central role content now plays Developing your content message Transitioning from brand messaging to high content relevancy Moving from content creation to curation to aggregation Successfully integrating paid, earned, and owned media content Distributing the right content at the right time through the right channels to the right customers Mastering the critical new roles of the community manager in your media company Evaluating the content technology vendors and software platforms vying for your business Along the way, Brito presents multiple case studies from brand leaders worldwide, including Coca Cola, RedBull, Oreo, Skittles, Old Spice, Dos Equis, Gatorade, Tide, and the NFL - delivering specific, powerfully relevant insights you can act on and profit from immediately." --Publisher description.

Demonstrates how social business transforms lives, offers practical guidance for those who want to create social businesses, explains how policies must be adapted to make room for the social-business model and shows how social business can redeem the failed promise of free-market enterprise. By a Nobel Peace Prize winner. Reprint.

Who drives transformation in society? How do they do it? In this compelling book, strategy guru Roger L. Martin and Skoll Foundation President and CEO Sally R. Osberg describe how social entrepreneurs target systems that exist in a stable but unjust equilibrium and transform them into entirely new, superior, and sustainable equilibria. All of these leaders--call them disrupters, visionaries, or changemakers--develop, build, and scale their solutions in ways that bring about the truly revolutionary change that makes the world a fairer and better place. The book begins with a probing and useful theory of social entrepreneurship, moving through history to illuminate what it is, how it works, and the nature of its role in modern society. The authors then set out a framework for understanding how successful social entrepreneurs actually go about producing transformative change. There are four key stages: understanding the world; envisioning a new future; building a model for change; and scaling the solution. With both depth and nuance, Martin and Osberg offer rich examples and personal stories and share lessons and tools invaluable to anyone who aspires to drive positive change, whatever the context. Getting Beyond Better sets forth a bold new framework, demonstrating how and why meaningful change actually happens in the world and providing concrete lessons and a practical model for businesses, policymakers, civil society organizations, and individuals who seek to transform our world for good.

The author describes his vision for an innovative business model that would combine the power of free markets with a quest for a more humane, egalitarian world that could help alleviate world poverty, inequality, and other social problems.

This book presents a fresh approach to poverty alleviation by bridging the fields of international development and social entrepreneurship. The authors present a six-step model for developing an IP business positioning strategy that allows developing country producers to position themselves better as owners of retail brands in foreign market countries. Readers will learn how producers can control the supply chain, including distribution to retail stores. Focusing on Africa and least developed countries (LDCs), the authors demonstrate methods of utilizing intellectual property tools, producer ownership, market positioning, and branding for lucrative outcomes. Extensive research provides readers with a thorough understanding of what it means to work smarter in a developing business, while a rich set of international cases offers insight into the practical applications of brand positioning, trademarks, and licenses. With a dozen online workbooks to outline methodology, skills, tools, and case studies, Social Entrepreneurship for Development will be a valuable resource for any student of social entrepreneurship or international development.

This book will help organizations evolve into a fully collaborative social business. It serves as a step by step playbook to achieve organizational change, process efficiencies and technology acumen: Proven solutions for the real people, process, and technology obstacles businesses face in using social media behind the firewall. How to have the successful internal conversations with stakeholders, partners and global teams that lead to successful external conversations with the social customer Strategies for improving organizational dynamics, collaboration, governance, training, engagement, policies, technology integration, workflows, social CRM, and metrics Many organizations today have already evolved into social brands. They may be active on Twitter and Facebook; they may have corporate blogs and communities and they are trying hard to engage effectively with the social customer. However, behind the firewall, chaos, anarchy, and conflict reign. In Smart Business, Social Business, leading enterprise social business consultant shows how to build an internal framework based on change management that will lead to success with social media: one that will make external engagement more effective, meaningful, and sustainable. Michael Brito systematically identifies the internal culture, process and technology obstacles to long-term success with social media, and offer best practice solutions. He discusses a wide spectrum of issues, offering actionable intelligence and helping decision-makers build strategies and plans that deliver value. Topics addressed include change management, organizational models and dynamics, internal communications, collaboration, governance, metrics, training, employee activation, policies, technology integration, workflows, social CRM, and much more. Drawing on his own experience working for Silicon Valley companies, HP, Yahoo! and Intel, Brito presents dozens of examples and case studies. Using this book, companies can begin to transform their organizations from just a "social brand" to a fully collaborative and dynamic "social business."

In a book presented in a Q-and-A format, the authors explain what social entrepreneurs are, how their organizations function, what challenges they face and how readers can get involved in the efforts that social entrepreneurs are spearheading. Cowritten by the author of How to Change the World. Original.

Social Entrepreneurship: Theory and Practice is about the creative ways in which social entrepreneurs solve pressing and insurmountable social problems. Theories of social change are presented to help demystify the 'magic' of making an immense, yet durable and irreversible, social impact. Utilizing case studies drawn from various fields and all over the world, the authors document how social entrepreneurs foster bottom-up change that empowers people and societies. They also review the specific personality traits of social entrepreneurs and introduce the new kind of leadership they represent. This book will be valuable to undergraduate, graduate and postgraduate students, while remaining accessible to non-academic readers thanks to its clear language, illustrative case studies and guidelines on how to become a successful social entrepreneur.

'Social Entrepreneurship' is a term that has come to be applied to the activities of grass-roots activists, NGOs, policy makers, international institutions, and corporations, amongst others, which address a range of social issues in innovative and creative ways. Themed around the emerging agendas for developing new, sustainable models of social sector excellence and systemic impact, Social Entrepreneurship offers, for the first time, a wide-ranging, internationally-focused selection of cutting-edge work from leading academics, policy makers, and practitioners.

Together they seek to clarify some of the ambiguity around this term, describe a range of social entrepreneurship projects, and establish a clear set of frameworks with which to understand it. Included in the volume are contributions from Muhammad Yunus, winner of the 2006 Nobel Peace Prize and the father of microfinance, Geoff Mulgan, former head of the British prime minister's policy unit, and Bill Drayton, founder of the Ashoka network of social entrepreneurs. Jeff Skoll, founder of the Skoll Foundation, and first president of eBay, provides a preface. Alex Nicholls provides a substantial new preface to this paperback edition, reflecting on the latest developments in the study and practice of social entrepreneurship.

Building Social Relationships addresses the need for social skills programming for children and adolescents with autism spectrum disorders and other social difficulties by providing a comprehensive model that incorporates the following five steps: assess social functioning, distinguish between skill acquisition and performance deficits, select intervention strategies, implement intervention, and evaluate and monitor progress. The model describes how to organize and make sense of the myriad social skills strategies and resources available to parents and professionals. It is not meant to replace other resources or strategies, but to synthesize them into one comprehensive program.

"For crying out loud, IBM 'gets' social media. Don't you think it's about time that you do? This is the book to get you started." --Guy Kawasaki, author of Enchantment "Get Bold is...a book to be embraced, studied, and implemented." --Jeffrey Gitomer, author of The Little Red Book of Selling and Social BOOM! With Forewords by Charlene Li, author of Open Leadership, and Mike Rhodin, Sr. Vice President, IBM SWG Solutions How to Drive Maximum Business Value from Social Media! From Sandy Carter, one of the leaders of IBM's groundbreaking Social Business initiative A complete framework, practical examples, and expert guidance for executing on YOUR Social Business AGENDA: Align organizational goals and culture Gain social trust Engage through experiences Network your business processes Design for reputation and risk management Analyze your data ...and win! Using social media, tools, and techniques, you can build a profound Social Business: one that is more dynamic, collaborative, efficient, and customer-driven--and far more successful. To capitalize on this monumental opportunity, however, you must deeply infuse the techniques and ethos of social collaboration throughout your organization. In Get Bold, IBM social media pioneer Sandy Carter presents a comprehensive framework for transforming your business into a winning Social Business. Carter's proven six-step AGENDA addresses goals, culture, governance, listening, trust, engagement, experience, processes, reputation/risk management, analytics, and even globalization. Packed with detailed workstreams, expert guidance, and real case studies, Get Bold can help you radically improve the way you operate--in areas ranging from innovation to cost reduction, customer relationships to talent management. Identify the transformations needed to become a Social Business More fully leverage internal and external networks you already have Engage customers with "integrated, interactive, and identifying" experiences Use social techniques to streamline, extend, and improve your processes Manage the risks of deeper connections with clients and employees Analyze and socialize data to discover what's happening and predict what's coming

Beyond Great will give readers everywhere the strategies they need to navigate a daunting new era of technological, economic, and social change. Supported by years of research and hands-on consulting practice, it will present a comprehensive framework for building a high performing, adaptive, and socially responsible global company. The book begins by taking an incisive look at the disruptive forces transforming globalization, including economic nationalism; the boom in data flows and digital commerce; the rise of China; heightened public concerns about capitalism and the environment; and the emergence of borderless communities of digitally connected consumers. The authors then offer nine core strategies that will help businesses today address and exploit these forces. Through compelling stories from real companies that have used these strategies to make change, Beyond Great argues that leaders today must evince a new kind of flexibility and light-footedness, constantly layering in new strategies and operational norms atop existing ones to allow for "always-on" transformation. Leaders must master a whole new set of rules about what it takes to be "global," becoming shapeshifters adept at handling contradiction, multiplicity, and nuance. This book will show them how.

Social media is now the dominant online activity and drives more website traffic than online search. The implications for businesses are as profound as the rise of Google 15 years ago. Amidst the demands of running a business, it can be alluring to fully delegate "digital" to the digital team. But in today's wired environment, digital is actually everyone's job. Company leaders and professionals must seek to personally grasp the tectonic changes arising from the always-connected customer, and then rethink traditional business models, business practices, and even their own job responsibilities and careers accordingly. In The Social Business Imperative , Silicon Valley entrepreneur and renowned thought leader Clara Shih identifies powerful new opportunities created by social media across the entire customer lifecycle. As described in the book's foreword, written by Starbucks Chairman and CEO Howard Schultz, this guide is a must-read for all professionals. From boards of directors, CEOs, and Chief Marketing Officers to front-line sales managers, recruiters, IT, and compliance directors, no role is untouched by the social, mobile, digital transformation. This book explains how to adapt and thrive in this brilliant new world order by understanding the transformation taking place not only in one's own department but across the customer journey. Only with this broader understanding can functional leaders collaborate on delivering a cohesive experience spanning previous organizational silos. Going far beyond her global bestseller The Facebook Era , Shih offers unprecedented insights into why and how traditional organizations must re-imagine their existing business processes to capture "the digital last mile" across social, mobile messaging apps, Internet of Everything, and the collaborative economy. Drawing on her immense experience helping Fortune 500 companies operationalize digital transformation to drive measurable uplift in sales and loyalty, Shih also presents powerful new case studies spanning multiple industries and companies from Wells Fargo to Warby Parker. "A book worth reading, a voice worth listening to, from a leader of real consequence. A clarion call on the promise and potential of social channels to transform business."

—Walter Robb, Co-CEO, Whole Foods Market "This is a must-read for any business leader who wants to thrive in this time of disruptive change." —Chip Bergh, President & CEO, Levi Strauss & Co. "Whether you're a global brand, small local business, or individual who wants to turn your passion into a livelihood, this book simply and clearly articulates how to channel the power of social media to delight audiences and grow your business." —Marne Levine, COO of Instagram "Almost overnight, social media has transformed business and the way we as companies interact with our customers. In a way, social media has become part of everyone's job. Clara's book gets right to the heart of the matter and gets us thinking critically about what could be next on this roller coaster ride." — Robin Hayes, President and CEO, JetBlue "The power of Clara's book is it highlights not only social media practices but fundamental business practices and how company leaders need to entirely rethink customer engagement models. The implications for every business, regardless of industry or geography, of today's social, connected consumer cannot be overstated. This book provides a powerful vision and compelling call to action for company leaders everywhere." — Ted Mathas, Chairman and CEO, New York Life

How to implement social technology in business, spur collaborative innovation and drive winning programs to improve products, services, and long-term profits and growth. The road to social media marketing is now well paved: A July 2009 Anderson Analytics study found 60% of the Internet population uses social networks and social media sites such as Facebook, MySpace, and Twitter. Collaboration and innovation, driven by social technology, are "what's next." Written by the author of the bestselling *Social Media Marketing: An Hour a Day* in collaboration with Jake McKee, *Social Media Marketing: The Next Generation of Business Engagement* takes marketers, product managers, small business owners, senior executives and organizational leaders on to the next step in social technology and its application in business. In particular, this book explains how to successfully implement a variety tools, how to ensure higher levels of customer engagement, and how to build on the lessons learned and information gleaned from first-generation social media marketing efforts and to carry this across your organization. This book: Details how to develop, implement, monitor and measure successful social media activities, and how to successfully act on feedback from the social web Discusses conversation-monitoring tools and platforms to accelerate the business innovation cycle along with the metrics required to prove the success of social technology adoption Connects the social dots more deeply across the entire organization, moving beyond marketing and into product development, customer service and customer-driven innovation, and the benefits of encouraging employee collaboration. Social media has become a central component of marketing: Collaborative, social technology is now moving across the organization, into business functions ranging from HR and legal to product management and the supply chain. *Social Media Marketing: The Next Generation of Business Engagement* is the perfect book for marketers, business unit managers and owners, HR professionals and anyone else looking to better understand how to use social technologies and platforms to build loyalty in customers, employees, partners and suppliers to drive long term growth and profits.

Building Social BusinessThe New Kind of Capitalism That Serves Humanity's Most Pressing NeedsPublicAffairs

The explosive growth of social media has introduced a new class of "influencers." Every day, tens of millions of individuals go online to broadcast their opinions, ideas and attitudes to the world. These new influencers control the conversation and play a significant role in shaping the opinions, attitudes and decisions of others. Companies have to invest in managing their reputations by monitoring and engaging in this fluid medium.

This book introduces students and others to the discipline of social entrepreneurship, which encourages the creation of enterprises that are socially inclusive yet economically and ecologically sustainable. In each chapter there is a useful mix of case studies about internationally well-known enterprises and other more local enterprises which are totally new. The book leads its readers to understand and appreciate entrepreneurial issues and to engage themselves in community-based activities. *Social Enterprise* helps readers to: analyze and articulate the blend of social, environmental and economic values which is present in all kinds of enterprise understand the issues involved in translating good intentions with multiple goals into focused, sustainable and practical actions propose alternative social enterprise management strategies based on their own analysis of case studies of entrepreneurial endeavors that are perceived to be 'social' The authors take a pragmatic yet critical approach, and this book should be core or recommended reading for Social Entrepreneurship and Social Enterprise modules at advanced undergraduate, postgraduate and MBA level.

In recent decades, governments have promoted social enterprise as a means to address welfare and tackle disadvantage. Early academic work on social enterprises reflected this development and engaged with their ability to deliver and create jobs, work towards remedial environmental goals, and address a range of societal challenges. More recently, researchers have started to investigate the broader potential of social enterprise for the wellbeing of people and the planet. In this context, this book aims to answer the question: In what ways can social enterprises improve the health and wellbeing of individuals and communities? The chapters in this edited collection take different perspectives on assessing how social enterprises address disadvantage and deliver health and wellbeing impacts. Drawing on evidence from international research studies, *Social Enterprise, Health, and Wellbeing: Theory, Methods, and Practice* presents the 'first wave' of innovative research on this topic and provides a platform of evidence to inspire the next generation of scholarly and policy interest. Drawing on the cutting edge of interdisciplinary research in the field, this book will be of interest to researchers, academics, policymakers, and students in the fields of entrepreneurship, public and social policy, community development, public health, human geography, and urban planning.

A winner of the Nobel Peace Prize and bestselling author of *Banker to the Poor* offers his vision of an emerging new economic system that can save humankind and the planet Muhammad Yunus, who created microcredit, invented social business, and earned a Nobel Peace Prize for his work in alleviating poverty, is one of today's most trenchant social critics. Now he declares it's time to admit that the capitalist engine is broken--that in its current form it inevitably leads to rampant inequality, massive unemployment, and environmental destruction. We need a new economic system that unleashes altruism as a creative force just as powerful as self-interest. Is this a pipe dream? Not at all. In the last decade, thousands of people and organizations have already embraced Yunus's vision of a new form of capitalism, launching innovative social businesses designed to serve human needs rather than accumulate wealth. They are bringing solar energy to millions of homes in Bangladesh; turning thousands of unemployed young people into entrepreneurs through equity investments; financing female-owned businesses in cities across the United States; bringing mobility, shelter, and other services to the rural poor in France; and creating a global support network to help young entrepreneurs launch their start-ups. In *A World of Three Zeros*, Yunus describes the new civilization emerging from the economic experiments his work has helped to inspire. He explains how global companies like McCain, Renault, Essilor, and Danone got involved with this new economic model through their own social action groups, describes the ingenious new financial tools now funding social businesses, and sketches the legal and regulatory changes needed to jumpstart the next wave of socially driven innovations. And he invites young people, business and political leaders, and ordinary citizens to join the movement and help create the better world we all dream of.

It is increasingly clear that fifty years of international development have done little to reduce poverty in Africa. Indeed, more and more academics and practitioners are highlighting the detrimental effect of traditional development – as carried out by international agencies and NGOs – which often leads to dependency, inefficiency, waste and poor governance. Yet there is a new movement that is surging ahead in its attempt to reduce poverty and generate wealth in Africa: microfranchising. Set up by pioneering organizations such as VisionSpring and

HealthStore, microfranchising is based on one of the most successful market-based models in Western economies: franchising. From McDonald's to Coca-Cola, franchising has proven itself to be an effective and replicable way of scaling up a business rapidly in the Western context. It is only recently that members of the growing body of social entrepreneurs have turned to the franchise model as one of the responses to Africa's endemic economic stagnation. And the results have been inspiring: instead of the dependency generated by traditional charity development projects, these new social capitalists have generated enterprise and self-sustainability in the most challenging environments of rural Africa. This long-needed book looks at the growth in microfranchising as a tool to generate wealth among poor communities in Africa. The book traces the evolution of the concept of microfranchising, from its foundation in Western models to its implementation in African countries today. It provides practical steps from the world's leading experts on how to set up a microfranchise, from recruiting franchisees, to building a brand and a supply chain. It gives case studies of successful microfranchises, told by the enterprises themselves. It continues with a theoretical analysis of the place of microfranchising within global social entrepreneurship. It ends with a look at the future for microfranchising, with recommendations for development. Edited by the former CEO of SolarAid, which created the Sunny Money microfranchise, the book provides a ground-breaking set of case studies and analysis of microfranchising for development. It brings together academics and practitioners to provide context, analysis and practical advice. Indeed, it provides the theory, the practical advice and the case studies to guide any entrepreneur, NGO, business or government interested in setting up their own microfranchise scheme.

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 this book, Yunus shows how social business has gone from being a theory to an inspiring practice, adopted by leading corporations, entrepreneurs, and social activists across Asia, South America, Europe and the US. He demonstrates how social business transforms lives; offers practical guidance for those who want to create social businesses of their own; explains how public and corporate policies must adapt to make room for the social business model; and shows why social business holds the potential to redeem the failed promise of free-market enterprise.

Filling a gap in the current literature, this book addresses the social approach to the design and use of innovative business models in the digital economy. It focuses on three areas that are of increasing importance to businesses and industry today: social issues and sustainability; digitization; and new economic business models, specifically the sharing and circular economies. The authors aim to solve current scientific concerns around the conceptualization and operationalization of social business models, addressing management intentions and the impact of these models on society. Based on observation of social phenomena and the authors' research and practical experience, the book highlights best practices for designing and assessing social business models.

Create and maintain a successful social media strategy for your business Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. Maximize Your Social offers a clear vision of what businesses need to do to create—and execute upon—their social media for business road map. Explains the evolution of social media and the absolute necessity for creating a social media strategy Outlines preparation for, mechanics of, and maintenance of a successful social media strategy Author Neal Schaffer was named a Forbes Top 30 Social Media Power Influencer, is the creator of the AdAge Top 100 Global Marketing Blog, Windmill Networking, and a global social media speaker Maximize Your Social will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

This innovative text is the first to introduce practical techniques social workers can use to incorporate social, economic, and environmental justice into their practice. The book emphasizes the role of justice in social work practice across the micro-macro spectrum. By assessing common human needs in relation to human rights, justice, and practice aimed at promoting fairness, students will learn how to incorporate theories and practical perspectives in social work practice with individuals, families, communities, and organizations. With its unique approach, this text focuses on structural oppression and inequities connected to clients' engagement in systems and structures. The impact of disparities on accessing and utilizing resources, and subsequently achieving successful outcomes, is examined through the justice lens. Beginning with an overview of key concepts and theoretical underpinnings that provide foundational knowledge, the text then examines each of the three justice foci --social, economic, and environmental--in detail through specific systems. These systems include criminal justice, education, food security, natural disasters and climate change, health, mental health, housing, and income disparities Throughout the book, readers are asked to reflect on their own perceptions to enhance understanding of the influence of justice on practice. Case studies, diagrams, boxed information, student learning outcomes, chapter summaries, and review questions enhance understanding and application of content. Purchase includes digital access for use on most mobile devices or computers. Key Features: Emphasizes the role of social, economic, and environmental justice in social work practice Examines the science and theory behind justice as it relates to social work Teaches practical methods for implementing justice-oriented social work practice Authored by prominent instructors actively engaged in co-curricular justice-related content Offers student learning outcomes and summaries in each chapter Presents abundant diagrams and boxes to enhance application of content Provides multiple experiential learning opportunities including case examples and reflective and knowledge-based review questions Offers practical examples of justice-informed social work Includes Instructor's Manual with sample syllabus, PowerPoints, exam questions, and media resources

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 this book, Yunus shows how social business has gone from being a theory to an inspiring practice, adopted by leading corporations, entrepreneurs, and social activists across Asia, South America, Europe and the US. He demonstrates how social business transforms

lives; offers practical guidance for those who want to create social businesses of their own; explains how public and corporate policies must adapt to make room for the social business model; and shows why social business holds the potential to redeem the failed promise of free-market enterprise.

Today, "social entrepreneurship" describes a host of new initiatives, and often refers to approaches that are breaking from traditional philanthropic and charitable organizational behavior. Nowhere is this more true than in the United States—where, from 1995–2005, the number of non-profit organizations registered with the IRS grew by 53%. But, what types of change have these social entrepreneurial efforts brought to the world of civil society and philanthropy? What works in today's environment? And, what barriers are these new efforts breaking down as they endeavor to make the world a better place? *The Real Problem Solvers* brings together leading entrepreneurs, funders, investors, thinkers, and champions in the field to answer these questions from their own, first-person perspectives. Contributors include marquee figures, such as Nobel Laureate Muhammad Yunus, Ashoka Founder Bill Drayton, Jacqueline Novogratz, Founder of the Acumen Fund, and Sally Osberg, CEO of the Skoll Foundation. The core chapters are anchored by an introduction, a conclusion, and question-and-answers sections that weave together the voices of various contributors. In no other book are so many leaders presented side-by-side. Therefore, this is the ideal accessible and personal introduction for students of and newcomers to social entrepreneurship.

How insights from the social sciences, including social psychology and economics, can improve the design of online communities. Online communities are among the most popular destinations on the Internet, but not all online communities are equally successful. For every flourishing Facebook, there is a moribund Friendster—not to mention the scores of smaller social networking sites that never attracted enough members to be viable. This book offers lessons from theory and empirical research in the social sciences that can help improve the design of online communities. The authors draw on the literature in psychology, economics, and other social sciences, as well as their own research, translating general findings into useful design claims. They explain, for example, how to encourage information contributions based on the theory of public goods, and how to build members' commitment based on theories of interpersonal bond formation. For each design claim, they offer supporting evidence from theory, experiments, or observational studies.

This book will help small business owners and marketers feel comfortable using social media to promote their businesses, regardless of their past experiences or level of expertise. \*

Interviews with 25 small business owners and marketers detailing how they are using social media successfully right now \* An evaluation tool and example spreadsheets for conducting a social media audit \* Call-outs that show how different types of businesses can implement various marketing ideas \* Action-item tips that can be used in online messaging today

Humanity is confronted with the gravest financial crisis and economic recession since the Great Depression. Political leaders, national ministries of finance, and central banks around the world are trying to prop up their countries' sinking economies and arrest a downward economic spiral by innovative financial rescue and bank bailout plans, as well as economic stimulus and recovery packages. These measures are being taken to reestablish trust in the economy and to trigger an economic revival. Despite these efforts, stagnation seems imminent, as uncertainty leads businesses and consumers to place spending and investing decisions on hold. Social entrepreneurs are essential to the restoration of a sustainable planet and the improvement of lives of billions of people, especially of those living in extreme poverty. Therefore, social entrepreneurs deserve further recognition and support by the international community - by governments, multinational companies, and philanthropic organizations. *Creating a New Civilization through Social Entrepreneurship* highlights the global movement of social entrepreneurship and some of the leading organizations and individuals that are advancing this citizen sector movement. The volume presents examples of innovative people that are tackling major social problems and triggering systemic change throughout the world today.

Résumé en anglais.

Providing new insight into an important community development challenge, this text looks at how to stimulate the formation of community-based organizations and effective citizen action in neighbourhoods.

The Nobel Peace Prize winner and bestselling author shows how entrepreneurial spirit and business smarts can be harnessed to create sustainable businesses that can solve the world's biggest problems. Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a new dimension for capitalism which he calls "social business." The social business model has been adopted by corporations, entrepreneurs, and social activists across the globe. Its goal is to create self-supporting, viable commercial enterprises that generate economic growth as they produce goods and services to fulfill human needs. In *Building Social Business*, Yunus shows how social business can be put into practice and explains why it holds the potential to redeem the failed promise of free-market enterprise.

This is the first book on creating and running a social enterprise to combine theoretical discussions with current cases from around the world, filling a huge gap in the literature. It serves as an eminently practical blueprint for those who wish to build, sustain, and grow social ventures. *Building a Successful Social Venture* draws on Eric Carlson's and James Koch's pioneering work with the Global Social Benefit Institute, cofounded by Koch at Santa Clara University's Miller Center for Social Entrepreneurship. Since 2003, over 200 Silicon Valley executives have mentored more than 800 aspiring social entrepreneurs at the GSBI. It is this unparalleled real-world foundation that truly sets the book apart. Early versions of the book were used in both undergraduate and MBA classes. Part 1 of the book describes the assumptions that the GSBI model is based on: a bottom-up approach to social change, a focus on base-of-the-pyramid markets, and a specific approach to business planning developed by the GSBI. Part 2 presents the seven elements of the GSBI business planning process, and Part 3 lays out the keys to executing it. The book includes "Social Venture Snapshots" illustrating how different organizations have realized elements of the plan, as well as a wealth of checklists and exercises. Social ventures hold enormous promise to solve some of the world's most intractable problems. This book offers a tested framework for students, social entrepreneurs, and field researchers who wish to learn more about the application of business principles and theories of change for advancing social progress and creating a more just world.

Most companies today realize the imperative to connect with their customers, employees, and partners through social technologies -Facebook, Twitter, Google+, YouTube, and elsewhere. But a huge challenge is still in the way: how to build programs and teams for accomplishing all that. While organizations have been fixated on how to use the latest social tool, they've lost sight of how to create a talent pool capable of adjusting to the next wave of technology around the corner. For corporations to successfully transform into social business enterprises they must shift the focus from computers and tools to developing skills and attitudes around technology. Socialized! represents a "playbook" on how to create such a high-performing social enterprise. Filled with clear strategies and real-life stories from visionaries and change makers, the book is designed to help leaders motivate employees throughout the organization to adopt a "social" mindset, ensuring success against the competition.

Normal 0 false false false MicrosoftInternetExplorer4 Winning social business techniques for product managers, marketers, and business leaders! • How product managers at IBM are using social business to transform markets and build vibrant global communities • New best practices for promoting engagement, transparency, and agility • A deeply personal case study: handbook, roadmap, autobiography, and inspiration Does "social business" work? IBM has proven unequivocally: it does. In Opting In, IBM executive Ed Brill candidly shares best practices, challenges, and results from his social business journey, and shows how his team used it to transform existing products into thriving business lines. This deeply personal extended case study offers you a detailed roadmap for achieving and profiting from deep customer engagement. Brill shares his 15+ years of product management experience at IBM and describes how these techniques and experiences have developed a vibrant marketplace of social business customers worldwide. You'll learn how to use social business tools to strengthen customer intimacy, extend global reach, accelerate product lifecycles, and improve organizational effectiveness. You'll also discover how social business can help you enhance your personal brand—so you can build your career as you improve your business performance. With a Foreword by Marcia Conner, Author and Principal Analyst at SensifyWork. Using today's social business tools and approaches, product and brand managers can bring new products and services to market faster, identify new opportunities for innovation, and anticipate changing market conditions before competitors do. In Opting In, IBM's Ed Brill demonstrates how product managers can fully embrace social business and leverage the powerful opportunities it offers. Brill explains why social business is not a fad, not "just people wasting time on Facebook, Twitter, and YouTube," and not just for marketers. He shows how to drive real value from crowdsourcing, interactivity, and immediacy, and from relational links across your organization's full set of content and networks. Drawing on his extensive experience at IBM, Brill explores powerful new ways to apply social business throughout product, service, and brand management. Using actual IBM examples, he offers candid advice for optimizing products by infusing them with the three core characteristics of social business: engagement, transparency, and agility. Drive breakthrough product, service, and brand performance through: Engagement: Optimize productivity and efficiency by deeply connecting customers, employees, suppliers, partners, influencers...maybe even competitors Transparency: Demolish boundaries to information, experts, and assets—thereby improving alignment, knowledge, and confidence Agility: Use information and insight to anticipate/address evolving opportunities, make faster decisions, and become more responsive

In The Developer's Guide to Social Programming, Mark Hawker shows developers how to build applications that integrate with the major social networking sites. Unlike competitive books that focus on a single social media platform, this book covers all three leading platforms: Facebook, OpenSocial, and Twitter. Hawker identifies the characteristics of superior, highly engaging social media applications, and shows how to use the Facebook platform, Google Friend Connect, and the Twitter API to create them. You'll find practical solutions and code for addressing many common social programming challenges, from site registration to search, blog commenting to creating location-based applications. Hawker concludes by walking you through building a complete, integrated social application: one that works seamlessly across all leading platforms, and draws on powerful features from each. Coverage includes Working with the Twitter API, including the Search API, Lists API, and Retweets API Authenticating users with Twitter OAuth Mastering the Facebook API, FQL, and XFBML Utilizing the Facebook JavaScript Library for creating dynamic content, and animation Exploring the Google Friend Connect JavaScript API, and integrating with the OpenSocial API Using Facebook's tools for sharing, social commenting, stream publishing, and live conversation Using the PHP OpenSocial Client Library with Google Friend Connect Creating, testing, and submitting Google Friend Connect gadgets

Essay from the year 2016 in the subject Business economics - Company formation, Business Plans, American International University-Bangladesh, course: Psychology, language: English, abstract: Yunus in his book, "Building Social Business", dedicates the nine short chapters of the book to explaining the meaning of a social business in the current world. Many scholars have characterized it way before Yunus did. However, Yunus still thinks of a social business as just another form of monetary association that connects an ecological, social, and even moral, ecological target with a business. He also provides a guide in relation to how the new businesses can expand and even develop in different dimensions and also thrive in the business world. In the real sense, I discovered much to appreciate in the book as far as Yunus arguments are put into consideration. The essay aims at analyzing the book "Building Social Business" by majorly focusing on his ideas on social business, strategies, and the experiences provided in the book My life has always been about getting sh\*t done. From walking before the age of 1 to being a serial entrepreneur, mother of 2, college graduate, and married by the age of 22. I have been able to get sh\*t done, regardless of all the obstacles that have come my way or the cards that have been systematically stacked against me. People are constantly amazed at the things I do and are shocked at the fact that I can even do them in the first place. Truth be told, I don't have any secret 12 step formulas or 4-hour productivity routines. I have a specific mindset, where every day when I wake up I can say to myself "today I am going to get sh\*t done". I have learned that Getting sh\*t done isn't a science

