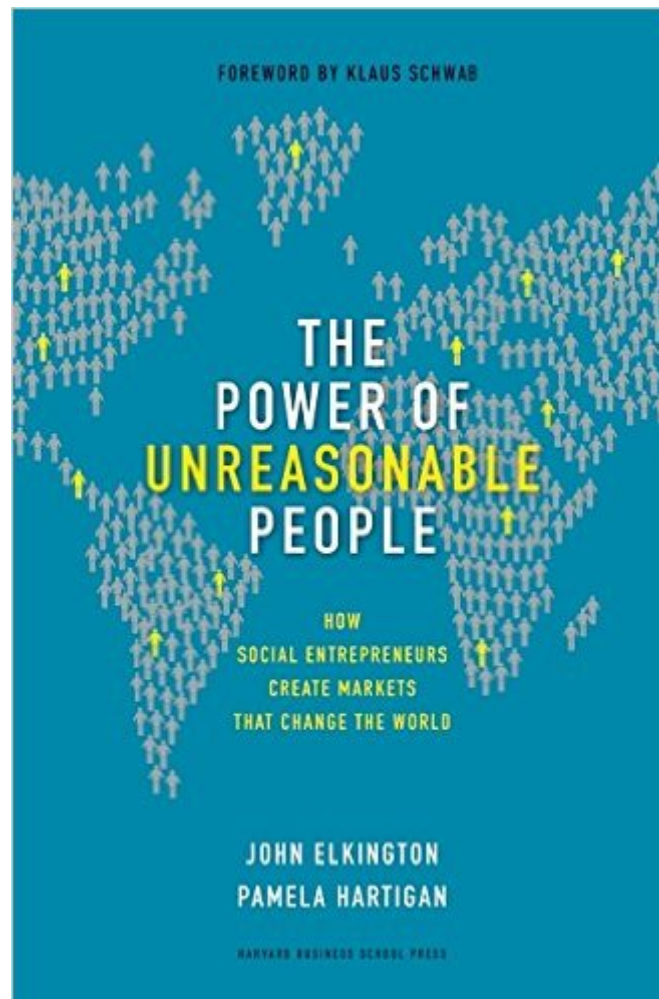


The book was found

The Power Of Unreasonable People: How Social Entrepreneurs Create Markets That Change The World



Synopsis

Renowned playwright George Bernard Shaw once said "The reasonable man adapts himself to the world, the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man." By this definition, some of today's entrepreneurs are decidedly unreasonable--and have even been dubbed crazy. Yet as John Elkington and Pamela Hartigan argue in *The Power of Unreasonable People*, our very future may hinge on their work. Through vivid stories, the authors identify the highly unconventional entrepreneurs who are solving some of the world's most pressing economic, social, and environmental problems. They also show how these pioneers are disrupting existing industries, value chains, and business models--and in the process creating fast-growing markets around the world. By understanding these entrepreneurs' mindsets and strategies, you gain vital insights into future market opportunities for your own organization. Providing a first-hand, on-the-ground look at a new breed of entrepreneur, this book reveals how apparently unreasonable innovators have built their enterprises, how their work will shape risks and opportunities in the coming years, and what tomorrow's leaders can learn from them. Start investing in, partnering with, and learning from these world-shaping change agents, and you position yourself to not only survive but also thrive in the new business landscape they're helping to define.

Book Information

Hardcover: 272 pages

Publisher: Harvard Business Review Press; First Edition (US) First Printing edition (January 7, 2008)

Language: English

ISBN-10: 1422104060

ISBN-13: 978-1422104064

Product Dimensions: 1 x 6.2 x 9.8 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (17 customer reviews)

Best Sellers Rank: #344,634 in Books (See Top 100 in Books) #162 in [Books > Politics & Social Sciences > Social Sciences > Philanthropy & Charity](#) #283 in [Books > Business & Money > Processes & Infrastructure > Government & Business](#) #482 in [Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises](#)

Customer Reviews

I became very enthusiastic about the term "social entrepreneurship" when I made the transition from

reading about collective intelligence and citizen wisdom councils and wealth of networks, to understanding that there was a form of energy I first encountered in *How to Change the World: Social Entrepreneurs and the Power of New Ideas*, Updated Edition. This book is remarkable, all the more so for being the third in the series that started with *Cannibals with Forks* in 1997 that introduced the term "triple bottom line" (financial, social, environmental); and in 2001, *The Chrysalis Economy: How Citizen CEOs and Corporations Can Fuse Values and Value Creation*, anticipating the period of creative destruction coming from 2000-2030. I like this book very much, in part because after 20 years of thinking of myself as a reformist beating his head against the idiot secret world, I now realize I am a social entrepreneur who has turned his back on secrets and is focused on creating public intelligence in the public interest. The authors made me smile with their early explanation that most social entrepreneurs can be so unreasonable as to be called lunatic.

Most books about emerging, improved leadership and management methods capture high points among well known examples that haven't changed in years: Fortunately, *The Power of Unreasonable People* is a happy exception to that common weakness in being forward looking. As an example, the book ends with a call for filling in what's missing for social entrepreneurs to become an unstoppable force that solves the world's most important and persistent problems. Who should read this book? Anyone who wants to make a difference in producing a society that provides better opportunities and qualities of life for everyone. If you think you might want to start a social enterprise, you should be reading this book today. Why do I say these things? I recently sat through four days of conferences at a well-known university where the leading lights among its alumni described what they were doing as social entrepreneurs. I was appalled by what I heard. All but one organization had no larger vision than to slowly build a small effort from foundation grants. If you added up all of the likely results from these organizations, it wouldn't amount to much . . . except to warm the heart strings. Clearly, no major solution problems were going to be improved except in a few locales. What's more, the leading lights were almost totally unaware of other, more effective methods for how to accomplish similar things. They needed to read this book rather than attend those conferences. I started writing about social entrepreneurs in 2002, and it was hard then to find examples of superior operating models being used by entrepreneurs (as opposed to attention-getting methods that reporters like to write about) that were affecting over 10 million people. A lot has changed since then.

[Download to continue reading...](#)

The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the

World How to Change the World: Social Entrepreneurs and the Power of New Ideas, Updated Edition Ordinary People Change the World Gift Set (Ordinary People Change World) Beginning Power BI with Excel 2013: Self-Service Business Intelligence Using Power Pivot, Power View, Power Query, and Power Map Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016 Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Instruments in the Redeemer's Hands: People in Need of Change Helping People in Need of Change (Resources for Changing Lives) Instruments in the Redeemer's Hands: People in Need of Change Helping People in Need of Change Social Skills - Social Fluency: Genuine Social Habits to Work a Room, Own a Conversation, and be Instantly Likeable...Even Introverts! (Communication Skills, Small Talk, People Skills Mastery) Be the Change! Change the World. Change Yourself. Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses One Simple Idea for Startups and Entrepreneurs: Live Your Dreams and Create Your Own Profitable Company Dealing With Difficult People: Get to Know the Different Types of Difficult People in the Workplace and Learn How to Deal With Them (How To Win People, How To Influence People) 30 Days - Change your habits, Change your life: A couple of simple steps every day to create the life you want Revolution 2.0: The Power of the People Is Greater Than the People in Power - A Memoir The Teen Guide to Global Action: How to Connect with Others (Near & Far) to Create Social Change The Economist Guide to Emerging Markets: Lessons for Business Success and the Outlook for Different Markets (Economist Books)

[Dmca](#)