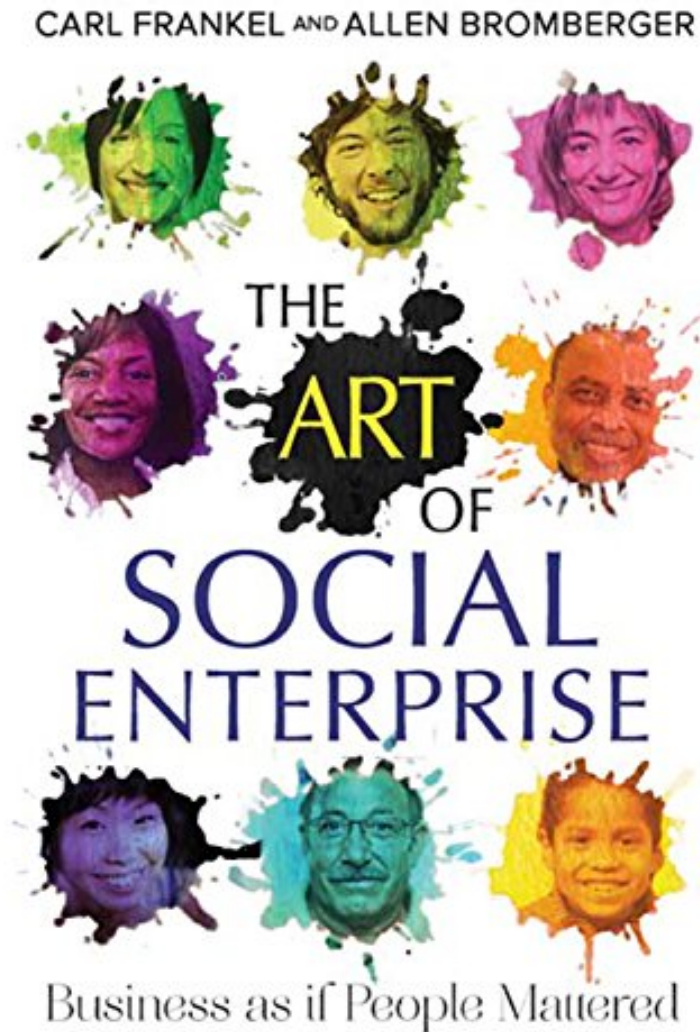


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## The Art of Social Enterprise: Business as if People Mattered

*Carl Frankel, Allen Bromberger*

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**Carl Frankel, Allen Bromberger : The Art of Social Enterprise: Business as if People Mattered** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Social Enterprise: Business as if People Mattered:

2 of 2 people found the following review helpful. Building the Better Model. By Gary M. Schuster This book covers the how and the why of social enterprise, with a heavy dose of You Can Do It! The evolution and purposes of mission-based business are outlined. Although there is a critique of the current dominant business model, the book both quotes and embodies Buckminster Fuller's adage that change comes, not by fighting current reality, but by building a better model. This book, written by two attorneys, is partly an idealistic manifesto, but primarily a practical primer on

planning, forming, growing and managing a social enterprise. The book has both feet planted firmly on the ground. Challenges are not sugar-coated. Lessons are drawn from both successful and failed ventures. As a business attorney, I appreciate the analyses and many concrete recommendations about choices of business entities, structure, management, finance, planning, exits and more. Interviews with several social entrepreneurs illustrate real-life issues and solutions, and show how to think about values-based business. The many case studies could only be provided by attorneys who have spent years working the field. But civilians should have no fear; the book is not a legal textbook or treatise. It is well written, clear, concise, often humorous, and accessible to all, managing the neat trick of being both intensely idealistic and usefully pragmatic. Highly recommended for social entrepreneurs and their investors, employees, professional advisers, and even their customers. 2 of 2 people found the following review helpful. I'm wearing out my highlighter

By D. Chartier Because I'm researching a social enterprise idea (www.hourvoice.com), this is the perfect book at the perfect time for me. It's inspirational without being preachy, and practical without being reductive. If you have your idea sort-of figured out, but need to take it forward, this is the book you want. 2 of 2 people found the following review helpful. Great read for social entrepreneurs at any stage

By CWilliams9 Witty, conversational and engaging at all levels, the authors explain the ins and outs of social enterprise in basic terms. It was very helpful to see the examples and studies from Hungries, Solids and Adapters through the book. This is a great beginning for anyone interested in getting involved with social businesses.

The current business-for-profit model rewards short-term thinking, narrow self-interest, and a social-and-environmental-costs-be-damned attitude. Nonprofits, while more focused on the greater good, tend to be inherently resource-challenged and rely on increasingly scarce grants and donations to sustain their existence. Social enterprise is an exciting, blended model driven by the desire to create positive change through entrepreneurial activities. The Art of Social Enterprise is a practical guide that supplies everything you need to know about the mechanics of social entrepreneurship including: Startup; envisioning and manifesting intention; Strategic planning; balancing social and monetary value; Maintaining an even keel despite the inevitable challenges associated with being an entrepreneur

This valuable resource also provides an unparalleled legal perspective to help you take advantage of established legal organizational forms, recent statutory creations, contract hybrids, certification programs and more. Aimed at emerging as well as established social entrepreneurs, for-profit leaders who want to introduce an element of social responsibility into their companies, and nonprofit organizations who want to increase their stability by generating income, The Art of Social Enterprise is the definitive guide to doing well while doing good.

Carl Frankel has been writing about green business for over two decades and is a serial social entrepreneur and acknowledged thought leader in his own right. He has extensive experience consulting for for-profits, nonprofits, and social enterprises. Allen Bromberger is the leading social enterprise lawyer in North America. Over the years, he has advised thousands of social entrepreneurs: his expertise is as broad as it is deep and specialized.

Reading The Art of Social Enterprise is like sitting down at the bar for a no-bull session with a couple of old hands the language is lively, the advice sage and personal. If you are looking for accessible wisdom when it comes to starting your own social enterprise, buy this book.

---Eban Goodstein, Economist and Director, Bard MBA in Sustainability

A book about business with heart, written by two lawyers with heart. It's entertaining, wise and eminently useful.

---Gil Friend, CEO Natural Logic Inc., Inaugural Member, Sustainability Hall of Fame, Author, The Truth About Green Business

An accessible introduction to social enterprise and its potential for taking innovation from idea to impact. In an easy-to-read style, the authors take readers from A to Z, reviewing key concepts and principles of successfully launching sustainable ventures. A great addition to any library!

---Jed Emerson, Founding Director, Roberts Enterprise Development Fund (REDF)

Each new page offers profound insight and inspiration couched in simple guidance. Here at last is the essential tool for social entrepreneurs to succeed. A must-read work of art about the art of social enterprise.

---Doug Hammond, founding partner, Burns Hammond, and former executive director, the Business Alliance for Local Living Economies

A lively book about the real stuff of social enterprise -- legally, financially, and spiritually. Social entrepreneurs will find themselves not just reading the book avidly, but keeping it on their desk to consult whenever dilemmas arise.

---Bill Torbert, Principal, Action Inquiry Fellowship, and Leadership Professor Emeritus, Boston College

Frankel and Bromberger have been through it all and emerged with compelling wisdom. The Art of Social Enterprise offers great advice about intention, money, emotions, law, relationships, teamwork, self-awareness and more. It is a very well researched and artfully written book covering all aspects of how to start, run and live a social enterprise.

---Gifford Pinchot, President and co-founder, the Bainbridge Graduate Institute

The world urgently needs new ways of doing business. The Art of Social Enterprise shows the way with clarity, insight and humor. A first-rate guide for people who are pioneering the entrepreneurship of the future.

---Paul Gilding, author, The Great Disruption