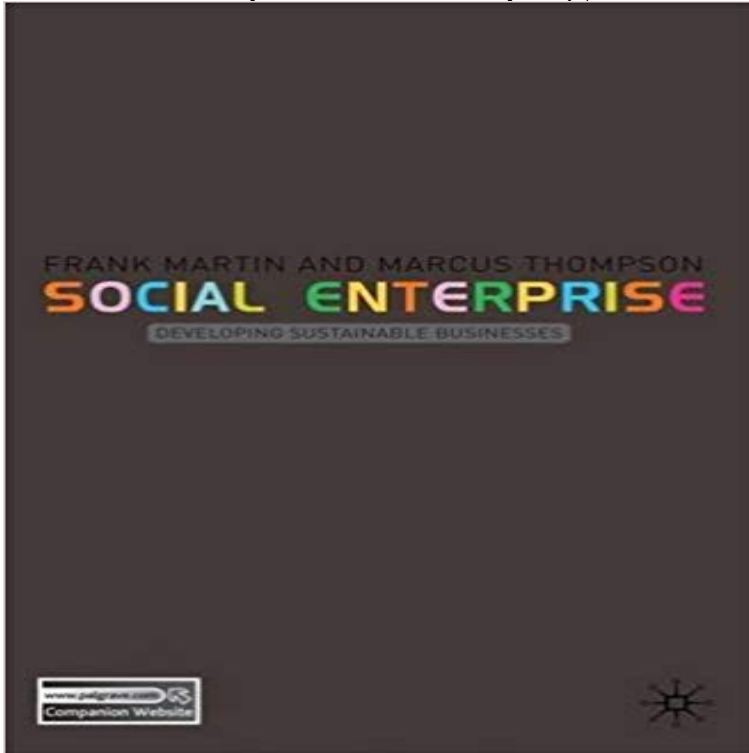


Social Enterprise: Developing Sustainable Businesses



Social enterprises are dynamic businesses with a conscience working in the UK and internationally to deliver lasting social and environmental change. Well known social enterprises include Cafedirect, The Big Issue, The Co-operative Group, the Eden Project and Jamie Olivers Fifteen, but there are thousands more operating in a wide range of industries from farmers markets and recycling companies to transport providers and childcare. Key features include: Real-world case studies and mini-examples demonstrate the realities of creating and running a social enterprise. Quotations from active social entrepreneurs reveal the challenges and inspirations specific to this area of the economy. Clearly defines social ventures and their role in societies and economies. A companion website featuring web-links and support materials. This landmark text considers how a social enterprise can sustain and develop its activities, and compares the way we measure success in social organizations to other forms of business. Social Enterprise is an ideal resource for all students and entrepreneurs who want to make business and society better. Companion Website: <http://www.palgrave.com/business/martin/>

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