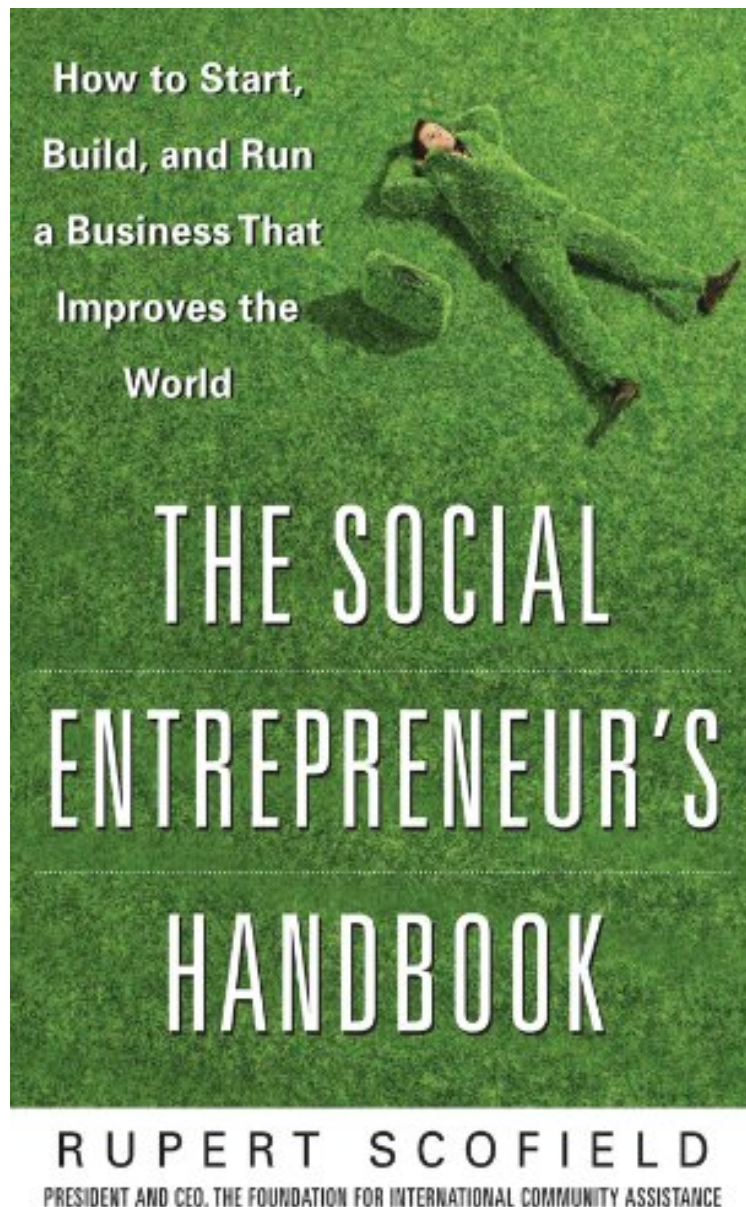


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The Social Entrepreneur's Handbook: How to Start, Build, and Run a Business That Improves the World

Rupert Scofield

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Rupert Scofield : The Social Entrepreneur's Handbook: How to Start, Build, and Run a Business That Improves the World before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Social Entrepreneur's Handbook: How to Start, Build, and Run a Business That Improves the World:

0 of 0 people found the following review helpful. Good for start upsBy Rama Salim RichaReceived, good one0 of 2 people found the following review helpful. Change the world for the better and have a good time doing itBy John YancuraIn a couple places in The Social Entrepreneur's Handbook, the author, Rupert Scofield, states that he originally wanted to write a memoir and that he was persuaded to write a handbook. I'm very glad that the author chose the handbook format and not a memoir. We all love a good story, but memoirs are like the Soviet Union slowly taking over libraries and bookstores one shelf at a time.The Social Entrepreneur's Handbook is much more outward looking, and hence of more use, than any memoir I've ever read. Don't worry, the book is chock full of entertaining stories of Mr. Scofield's many years of international work. He opens with a few of his near brushes with death and goes on from there. But, the book is really about you the reader who is interested in changing the world for the better. There are many practical insights into what it takes to bring a dream into reality. The author reflects on his many years of experience helping to build a leading international microfinance institution. Mr. Scofield offers practical advice on everything from hiring a finance manager to picking an MIS and he is not shy about detailing the mistakes he made along the way. But, most important, Mr. Scofield verifies that you really can change the world for the better and have a good time doing it. His book shows you how.0 of 1 people found the following review helpful. Best Manual for social entrepreneurs.By Kindle CustomerVery detailed handbook that covers all aspects of social entrepreneurship in simple language. It can be most useful book for the guidance of social entrepreneurs.

Make the business of society your business No one knows the business of social entrepreneurship better than Rupert Scofield. Cofounder and president of FINCA International—a nonprofit microfinancing institution with 7,000 employees serving 750,000 customers in 21 countries—Scofield has been a social entrepreneur for 40 years. In The Social Entrepreneur's Handbook, Scofield leads you through the entire process of starting up and running a nonprofit, sharing personal success stories and advice on what not to do—valuable lessons he learned the hard way. The process, while risky, isn't as difficult as you might think. Practically speaking, you need only two things: an idea and a plan. The former comes from you and you alone. This book supplies the latter. The Social Entrepreneur's Handbook illuminates the path to building a successful nonprofit from the ground up. You'll learn how to: Create a realistic plan for getting started in your chosen cause Assemble the perfect team for putting your plan into action—and keeping it rolling in the right direction Develop a business model specifically designed to run a nonprofit organization Keep yourself, your staff, and your cause in solid financial shape One of the many beauties of social entrepreneurship is that it's never too late to start. You can be right out of school or working in the highest ranks of corporate America. It doesn't matter. Social entrepreneurship begins with a noble cause, which turns into a passion, and soon becomes a mission worth dedicating your life to. The Social Entrepreneur's Handbook is the one and only resource you will need to attain your dream of working full-time in service to others—and making a real, measurable difference in the world.