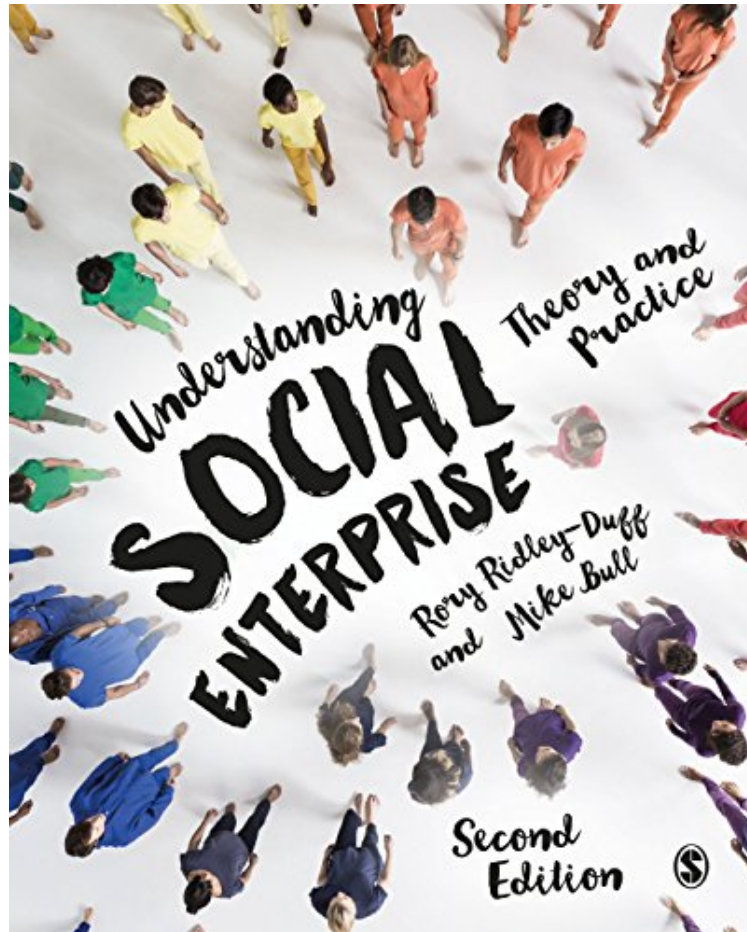


Understanding Social Enterprise: Theory and Practice

Rory Ridley-Duff, Mike Bull

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Rory Ridley-Duff, Mike Bull : Understanding Social Enterprise: Theory and Practice before purchasing it in order to gauge whether or not it would be worth my time, and all praised Understanding Social Enterprise: Theory and Practice:

The emergence of social enterprises over the past 35 years has been an exciting and significant development in the economy at a local, national and international level. How should we understand the growing popularity of social enterprise and the wider social economy? Are alternative business models even more relevant in an uncertain business climate? Do they provide a robust response to periods of state 'austerity'? How do social enterprises contribute to global initiatives to improve the sustainability and responsibility of the business community? Through discussion of theoretical and practical considerations for the field, and a wealth of learning features, this 2nd edition of Understanding Social Enterprise: Focuses on the distinct pathways that social enterprises follow, critiquing the competencies and practices that contribute to a successful social economy Contains updated coverage on sector issues,

including the recent development of the social investment industry
Explores how private, voluntary and public sector agencies engage the social economy, and how distinctive new forms have emerged from it
Examines the management of social enterprises in different contexts within the social economy
Contains updated coverage of international issues informed by global studies of the social economies. Revisions include a new, tripartite structure and two new chapters on 'Marketing and Measuring Social Value' and 'Social Investment and Crowd Funding'.
Visit the companion website for sample curricula, instructors' manual, PowerPoint slides and extra case studies for lecturers, and access to full-text journal articles for students.

The first edition of this book has become a standard resource. I am thrilled to see that the second edition makes a strong connection to the theme of responsible management, about which there is much to say in the social enterprise context. --Oliver Laasch
An important contribution to social enterprise scholarship that is also of considerable interest to practitioners and policy makers. Its integration of management frameworks, social theory and public policy approaches provides a fresh set of perspectives and insights on this increasingly influential sector.--Alex Nicholls, Professor of Social Entrepreneurship, Saïd Business School
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A comprehensive overview of social enterprise - from its history and development to integrated accounting, investment models and governance. You will come out on the other side ready to lead change and question the norms of traditional market approaches.--Jonas Haertle
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About the Author
Dr Rory Ridley-Duff worked for 12 years as a director of the workers co-operative Computercraft Ltd, and has built his academic career through a PhD study of School Trends Ltd during its conversion to a social enterprise. His primary research interest is the process by which democratic relations develop in both informal and formal organisations and affect governing processes. He has now authored 35 scholarly papers, four books and two novels. In addition to this book, he has published 'The Case for FairShares' to articulate findings from a decade of action research at Sheffield Business School, that explores social enterprise as a route to solidarity between social entrepreneurs, producers, consumers and small investors (see www.fairshares.coop). His research has been published in Human Relations, Corporate Governance: An International Journal, the Industrial Relations Journal, International Journal of Entrepreneurial Behaviour and Research, the Social Enterprise Journal and Journal of Cooperative Studies with best paper awards from Emerald Publishing and the Institute of Small Business and Entrepreneurship. He remains connected to practice through directorships with Social Enterprise Europe and the FairShares Association. His academic leadership roles include Chair of the PRME Group at Sheffield Business School and Acting Chair of the International Cooperative Business Education Consortium (ICBEC).
Dr Mike Bull is a Senior Lecturer and Research Fellow at Manchester Metropolitan University Business School, recently completing his PhD by publication, entitled 'The Development of Social Enterprise in the UK: Some Operational and Theoretical Contributions to Knowledge'. Mike has a decade of experience and knowledge of social enterprise, having led several UK and European funded research projects. He also developed one of the first undergraduate modules on social enterprise in 2005. Mike has held two Directorships in social enterprises during the past decade, as well as gaining industrial expertise, having previously worked for 16 years in the printing industry for private, public and third sector organisations. Mike is an editorial board member of the Social Enterprise Journal. He is Track Chair of Social Environmental and Ethical Enterprise of the International Small Business and Entrepreneurship Conference (ISBE). Mike is also on the Programme Board of 'Social Economy' published by Cracow University of Economics.