DESCRIPTION

A complete set of tools for applying entrepreneurial strategies and techniques to your nonprofit

As a follow-up to their book Enterprising Nonprofits, the authors of Strategic Tools for Social Entrepreneurs provide a full set of practical tools for putting the lessons of business entrepreneurship to work in your nonprofit. The book offers hands-on guidance that helps social sector leaders hone their entrepreneurial skills and carry out their social missions more effectively than ever before. This practical and easy-to-use book is filled with examples, exercises, checklists, and action steps that bring the concepts, frameworks, and tools to life. Detailed explanations of all the tools and techniques will help you personalize and apply them to your nonprofit organization-making it stronger, healthier, and better able to serve the needs of our communities.

Praise for Strategic Tools for Social Entrepreneurs

"I search constantly for resources that can help provide insight and guidance to take Teach For America to a higher level; Strategic Tools for Social Entrepreneurs does this and more. The book takes the best practices of for-profits and social enterprises and adapts them to the needs of entrepreneurial, mission-driven nonprofits. Strategic Tools for Social Entrepreneurs is a tremendous contribution to social entrepreneurs and to the nonprofit sector-many thanks to the authors for identifying this need and filling it!"

-Wendy Kopp

Founder and President, Teach For America
All of the royalties from this book will be used by the Ewing Marion Kauffman Foundation to support continuing work on social entrepreneurship.

ABOUT THE AUTHOR

J. GREGORY DEES is Adjunct Professor of Social Entrepreneurship and Nonprofit Management at Duke University’s Fuqua School of Business, and Entrepreneur-in-Residence with the Ewing Marion Kauffman Foundation’s Center for Entrepreneurial Leadership. Prior to coming to Duke, he served as the Miriam and Peter Haas Centennial Professor in Public Service at Stanford University’s Graduate School of Business where he was the founding codirector of the new Center for Social Innovation.

JED EMERSON is Senior Fellow, William and Flora Hewlett Foundation, and lecturer at the Center for Social Innovation, Graduate School of Business, Stanford University.

PETER ECONOMY is Associate Editor of Leader to Leader magazine and bestselling author of Leadership Ensemble: Lessons in Collaborative Management from the World’s Only Conductorless Orchestra. Mr. Dees, Mr. Emerson, and Mr. Economy also previously collaborated on Enterprising Nonprofits: A Toolkit for Social Entrepreneurs (Wiley).

FEATURES

- An easily-accessible, hands-on toolbox for all-levels of employees in all kinds of socially oriented organizations.

- Chapters contain detailed action steps that show readers how to put the concepts to use immediately. Each chapter ends with a “concept check” and a list of further resources and references. Icons identify key concepts, buzzwords, tips, pearls of wisdom, action steps, etc.
Chapters written by some of the best and the brightest thinkers and practitioners in the field, including James Heskett, Jerry Kitzi, Kay Sprinkel Grace, Fay Twersky, Jill Blair, Beth Battle Anderson, Melissa A. Taylor, Betty Wingfield, and Steve Roling.

SERIES

Wiley Nonprofit Law" Finance and Management Series

For additional product details, please visit https://www.wiley.com/en-us