



Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs (Audio CD)

-Muhammad Yunus-

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Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs (Audio CD) -Muhammad Yunus-

Muhammad Yunus, the practical visionary who pioneered microcredit and won the 2006 Nobel Peace Prize for his world-changing efforts, here develops his bold new concept that promises to redeem the failed promise of free enterprise: social business. Designed to fill the gap between profit-making and human needs, social business applies entrepreneurial thinking to problems like poverty, hunger, pollution, and disease, creating self-supporting enterprises that create jobs and generate economic growth even as they help make the world a better place. Partnering with some of the world's greatest corporations, Yunus and Grameen Bank has already launched several social businesses that are addressing challenges like malnutrition, lack of potable water, and endemic illness. Here, he offers practical guidance for those who want to create social businesses of their own; and shows why social business holds the potential to redeem the failed promise of free enterprise.

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The reason why? Because this Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs (Audio CD) is an unordinary book that the inside of the guide waiting for you to snap the idea but latter it will zap you with the secret the idea inside. Reading this book alongside it was fantastic author who also write the book in such amazing way makes the content inside of easier to understand, entertaining means but still convey the meaning totally. So , it is good for you for not hesitating having this anymore or you going to regret it. This book will give you a lot of benefits than the other book possess such as help improving your talent and your critical thinking means. So , still want to hesitate having that book? If I were being you I will go to the book store hurriedly.

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