



# The Business of Good: Social Entrepreneurship and the New Bottom Line

*Jason Haber*

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## **The Business of Good: Social Entrepreneurship and the New Bottom Line** Jason Haber

*The Business of Good* narrates the story behind social entrepreneurship as told by the individuals compelled to create a change in the world--not just another business. Serial and social entrepreneur Jason Haber intertwines case studies and anecdotes that show how social entrepreneurship is creating jobs, growing the economy, and ultimately changing the world.

From Main Street to Wall Street, today's social entrepreneurs are rebooting capitalism, challenging the charity industrial complex, and disrupting business models. Haber envelops the reader in the foundation of social entrepreneurship, from Benjamin Franklin to what he calls The Great Convergence, the turn-of-the-millennium zeitgeist shift which provided the fuel for social entrepreneurship's surge to the forefront of business.

Haber shares the stories of inspiring young people that are disrupting established norms and changing the world. This is a must read book for Millennials, business executives, nonprofits, doers, and dreamers--The Business of Good brings a much-needed fresh and innovative look at social entrepreneurship.

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