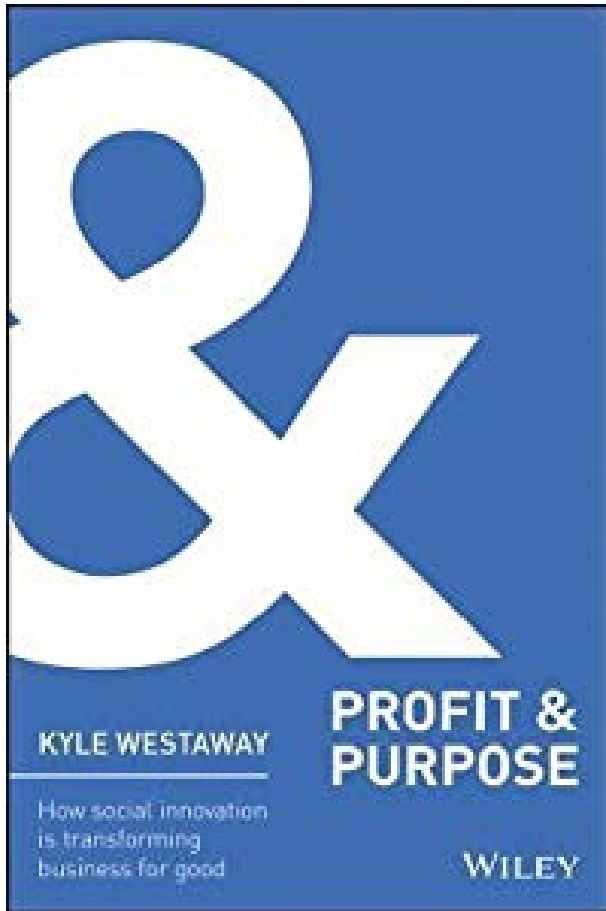


Partner + Purpose, + Website: Tools to Structure, Fund, and Run a Social Enterprise



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World-changing ideas become reality with practical, effective planning."Profit + Purpose: Tools to Structure, Fund, and Run a Social Enterprise" is a practical step-by step guide to creating a successful socially-oriented business venture. With practical, actionable guidance for all stages of social entrepreneurship, the book provides a roadmap from concept, through implementation, to measurement.

The companion website includes video to complement the text, as well as sample legal forms, documents, and business plans, to provide readers with the essential catalyst that helps transform world-changing dreams into reality.

Some of the hottest, most innovative companies in the modern marketplace are changing the face of business by explicitly operating as much for social and environmental impact as for profit. "Profit + Purpose" highlights this changing dynamic within the global economy by providing a behind-the-scenes look at the journey from idea to successful business. By following successful social entrepreneurs through their challenges, successes, missed opportunities, hard work, and big breaks, readers gain valuable insight into the real-world process of social enterprise. Topics include: Structure--create synergy by putting the right people in the right

places
Funding--expand opportunities with smart money moves and financial savvy
Running--ensure sustainability with effective operations and accurate measurement
Experience--gain the insight of those who have been there and have come out on top
The companion website also features interviews with CEOs of successful socially-oriented companies like Warby-Parker Eyewear, Etsy, Patagonia, Unilever, and more, providing readers with real-world examples of successful organizations that effectively blend profit and purpose. For those searching for tools and resources to implement social entrepreneurship within an existing company or a new venture, "Profit + Purpose: Tools to Structure, Fund, and Run a Social Enterprise" is the comprehensive guide to making it work.