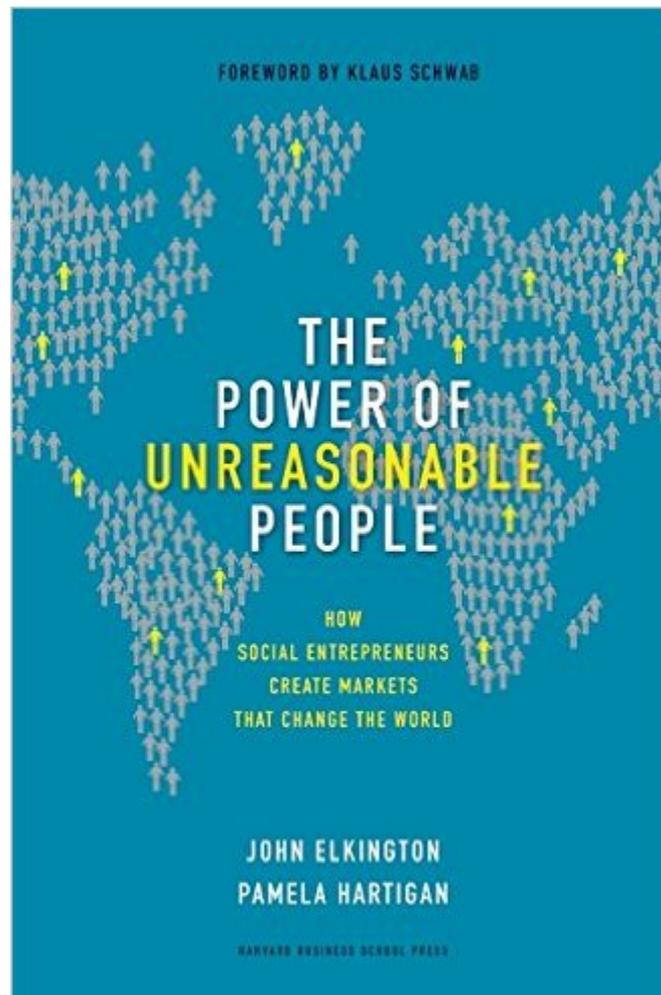


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# The Power Of Unreasonable People: How Social Entrepreneurs Create Markets That Change The World



## Synopsis

Renowned playwright George Bernard Shaw once said "The reasonable man adapts himself to the world, the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man." By this definition, some of today's entrepreneurs are decidedly unreasonable--and have even been dubbed crazy. Yet as John Elkington and Pamela Hartigan argue in *The Power of Unreasonable People*, our very future may hinge on their work. Through vivid stories, the authors identify the highly unconventional entrepreneurs who are solving some of the world's most pressing economic, social, and environmental problems. They also show how these pioneers are disrupting existing industries, value chains, and business models--and in the process creating fast-growing markets around the world. By understanding these entrepreneurs' mindsets and strategies, you gain vital insights into future market opportunities for your own organization. Providing a first-hand, on-the-ground look at a new breed of entrepreneur, this book reveals how apparently unreasonable innovators have built their enterprises, how their work will shape risks and opportunities in the coming years, and what tomorrow's leaders can learn from them. Start investing in, partnering with, and learning from these world-shaping change agents, and you position yourself to not only survive but also thrive in the new business landscape they're helping to define.

## Book Information

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## Customer Reviews

I became very enthusiastic about the term "social entrepreneurship" when I made the transition from

reading about collective intelligence and citizen wisdom councils and wealth of networks, to understanding that there was a form of energy I first encountered in *How to Change the World: Social Entrepreneurs and the Power of New Ideas*, Updated Edition. This book is remarkable, all the more so for being the third in the series that started with *Cannibals with Forks* in 1997 that introduced the term "triple bottom line" (financial, social, environmental); and in 2001, *The Chrysalis Economy: How Citizen CEOs and Corporations Can Fuse Values and Value Creation*, anticipating the period of creative destruction coming from 2000-2030. I like this book very much, in part because after 20 years of thinking of myself as a reformist beating his head against the idiot secret world, I now realize I am a social entrepreneur who has turned his back on secrets and is focused on creating public intelligence in the public interest. The authors made me smile with their early explanation that most social entrepreneurs can be so unreasonable as to be called lunatic.

Most books about emerging, improved leadership and management methods capture high points among well known examples that haven't changed in years: Fortunately, *The Power of Unreasonable People* is a happy exception to that common weakness in being forward looking. As an example, the book ends with a call for filling in what's missing for social entrepreneurs to become an unstoppable force that solves the world's most important and persistent problems. Who should read this book? Anyone who wants to make a difference in producing a society that provides better opportunities and qualities of life for everyone. If you think you might want to start a social enterprise, you should be reading this book today. Why do I say these things? I recently sat through four days of conferences at a well-known university where the leading lights among its alumni described what they were doing as social entrepreneurs. I was appalled by what I heard. All but one organization had no larger vision than to slowly build a small effort from foundation grants. If you added up all of the likely results from these organizations, it wouldn't amount to much . . . except to warm the heart strings. Clearly, no major solution problems were going to be improved except in a few locales. What's more, the leading lights were almost totally unaware of other, more effective methods for how to accomplish similar things. They needed to read this book rather than attend those conferences. I started writing about social entrepreneurs in 2002, and it was hard then to find examples of superior operating models being used by entrepreneurs (as opposed to attention-getting methods that reporters like to write about) that were affecting over 10 million people. A lot has changed since then.

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