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SOCIAL ENTERPRISE ALLIANCE BOOK
Succeeding at Social Enterprise
TO BE PUBLISHED APRIL 26

Washington, D.C. (April 7, 2010) – The Social Enterprise Alliance, the largest membership organization for social entrepreneurs in North America, will publish a collection of essays by 19 leaders in the field April 26, just before the 11th Social Enterprise Summit in San Francisco April 28-30. Copies of the book will be on sale to Summit attendees at a substantial discount.

Succeeding at Social Enterprise: Hard-Won Lessons for Nonprofits and Social Entrepreneurs will be published as a 304-page paperback by Jossey Bass, an imprint of John Wiley & Sons, Inc.

The book is a practical guide filled with best practices, tools, guidance, models and successful cases for leaders (and future leaders) of social enterprises operated by nonprofit organizations. It brings together the knowledge and experience of pioneers in the field and some of today's most successful social entrepreneurs to show what it takes to implement and run an effective business with a double bottom line: Social impact and financial viability.

The 16 chapters in *Succeeding at Social Enterprise* focus on real life examples, lessons learned and the core competencies needed to run a social enterprise, highlighting such skills as managing and leading, business planning, marketing and sales, and accounting.

Advance praise for the book is already coming from the academic, philanthropic and social investment sectors:

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- **Kriss Deiglmeier**, Executive Director of the Center for Social Innovation at the Stanford Graduate School of Business, calls the book “a must read for anyone starting or growing a social enterprise.”
- **David Roll**, founder of the Lex Mundi Pro Bono Foundation, believes it is “a profoundly important contribution to the growing body of literature on social entrepreneurship -- no other book brings to bear this kind of business experience, practical advice and wisdom on the challenges of creating and sustaining a social enterprise.”
- **Kevin Jones**, founding Principal of Good Capital, says the book makes “today’s pressing issues clear to both the novice and the experienced social entrepreneur.”
- **Jed Emerson**, long recognized as one of the leading thinkers in the field, predicts “*Succeeding at Social Enterprise* will be the new ‘must have’ handbook.”

THE 11TH SOCIAL ENTERPRISE SUMMIT/3RD SOCIAL ENTERPRISE WORLD FORUM

The Social Enterprise Summit is the Alliance’s annual signature event and will be conducted this year jointly with the 3rd Social Enterprise World Forum, which is rotating among five continents during a five-year period. More than 600 people are expected to attend from across the globe.

The theme of the event is “New Approach, New Economy: Realizing the Potential of Social Enterprise.” In addition to four plenary panels and two keynoters – best-selling authors Chip Heath and Dan Pallotta – the Summit/World Forum will offer 50 workshops that explore the keys to entrepreneurial success, and five tours will visit 18 social enterprises in the Bay Area. The workshops will be clustered into five tracks focusing on finance, business strategies, public policy, leadership development, and communications strategies.

Attendees will include social enterprises from both the nonprofit and private sectors, plus social investors, academics and others. A large contingent of young people will also be participating as observers to capitalize on the surging interest in social enterprise among high school, college and graduate students.

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Plenary session speakers, among others, will include:

- **Peter Holbrook**, President and CEO of the Social Enterprise Coalition, the voice of social enterprise in the United Kingdom
- **Anne Jamieson**, founder of the Canadian Conference on Social Enterprise
- **Kathleen Martinez**, Assistant Secretary for Disability Employment Policy, U.S. Department of Labor
- **Rosanne Haggerty**, President and Founder of Common Ground, an international leader in developing community strategies to end homelessness
- **Tim Freundlich**, Special Advisor to the Calvert Foundation, which raises investment capital for nonprofits, microfinance institutions and social enterprises in all 50 states and more than 100 countries
- **Rick Aubry**, President of Rubicon Programs, one of the country's pre-eminent social enterprises
- **Jay Harris**, former publisher of *Mother Jones* magazine and director of international special projects for *Newsweek International*
- **Alan Webber**, founding editor of *FAST Company* magazine

For more information

For complete details about the Summit/World Forum, please visit www.se-alliance.org/summit.cfm

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Definition of "social enterprise"

Social enterprises are for-profit or nonprofit businesses whose products and services address critical social and environmental needs. They use the power of the marketplace to achieve their primary social or environmental mission.

About the Social Enterprise Alliance

The Social Enterprise Alliance is the largest membership organization for social entrepreneurs in North America. It serves as advocate for the field, hub of information and education, and builder of a vibrant, growing community of social enterprises. www.se-alliance.org

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