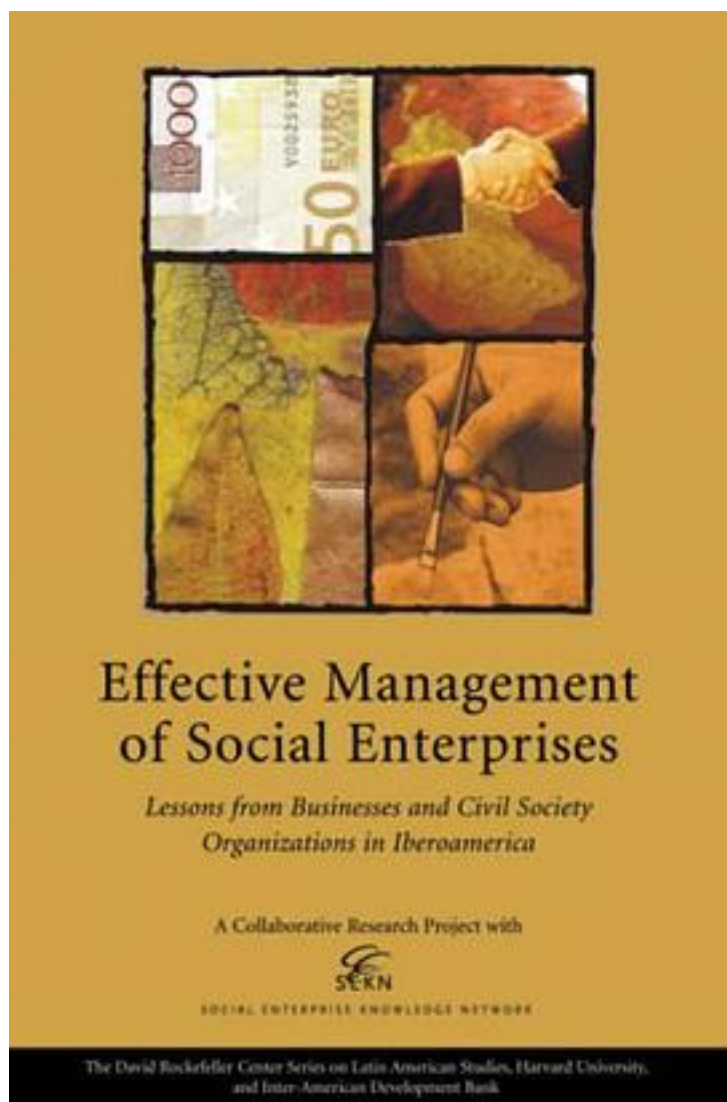


Effective Management of Social Enterprises



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著者:Austin, James E. 编

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What makes civil society organisations effective performers? What are key practices for businesses creating social value activities as a part of their overall operations? Business leaders have long analysed corporate practices; this book represents an innovative analysis of how one does good in an effective and strategic manner. This book aims to enable social and business leaders to gain a greater understanding of how to achieve high performance in terms of social value creation. Social Enterprise Knowledge Network is a research partnership encompassing 11 leading management schools - nine in Latin America, one in Spain, and Harvard Business School - with a demonstrated capacity to produce high-quality, original, field-based research in Latin America. Based on the results of a two-year research process on how social and business organisations in Ibero-America achieve superior social performance, "Seeking Success in Social Enterprise" presents the most comprehensive and in-depth analysis of such practices ever undertaken in this region. This practitioner-oriented book also enriches the literature on organisational performance, social enterprise and corporate social responsibility, and on Ibero-America more generally.

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