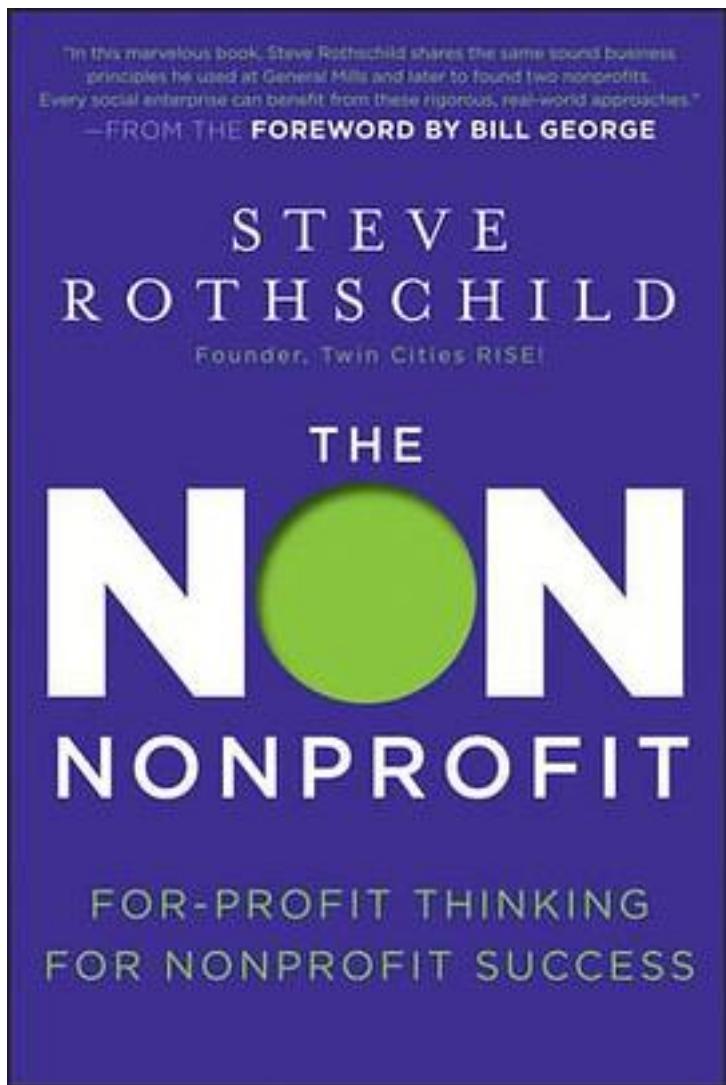


# The Non Nonprofit



[The Non Nonprofit\\_下载链接1](#)

著者:Rothschild, Steve

出版者:

出版时间:2012-2

装帧:

isbn:9781118021811

A top business leader shares the business principles he used to launch both a top company and a thriving nonprofit. Nonprofit leaders know that solving pervasive social problems requires passion and creativity as well as tangible results. The Non Profit shares the same business principles that drive the world's best companies, showing how they can (and should) be applied to the realm of nonprofits. Steve Rothschild personally crossed sectors when he left corporate America to found Twin Cities RISE!, a highly successful poverty reduction program. His honest story, and success and missteps, create an essential roadmap for any social venture looking to prove and boost its impact. Distills essential nonprofit principles such as having a clear and appropriate purpose, creating economic value from social benefit, and establishing mutual accountability. Shares successful approaches from innovative organizations such as Grameen Bank, Playworks, Common Ground, Habitat for Humanity, Lumni, Caring Bridge, College Summit and RISE! Draws from the author's success in founding and building Twin Cities RISE!, which trains unemployed Minnesotans for living wage jobs. RISE! serves 1,500 participants each year. As insightful as it is inspiring, The Non Profit can help maximize the positive impact of any nonprofit.

作者介绍:

目录:

[The Non Nonprofit](#) [下载链接1](#)

标签

社会创新

社会创业

社会企业

战略管理

CSR

评论

A no-nonsense guide on transcending the Nonprofit labyrinth and developing a value-creating strategy with a value-capturing business model.

---

It is quite useful, not only for non-profit organizations, but also for our daily life and ordinary job.

---

[The Non Nonprofit 下载链接1](#)

书评

---

[The Non Nonprofit 下载链接1](#)