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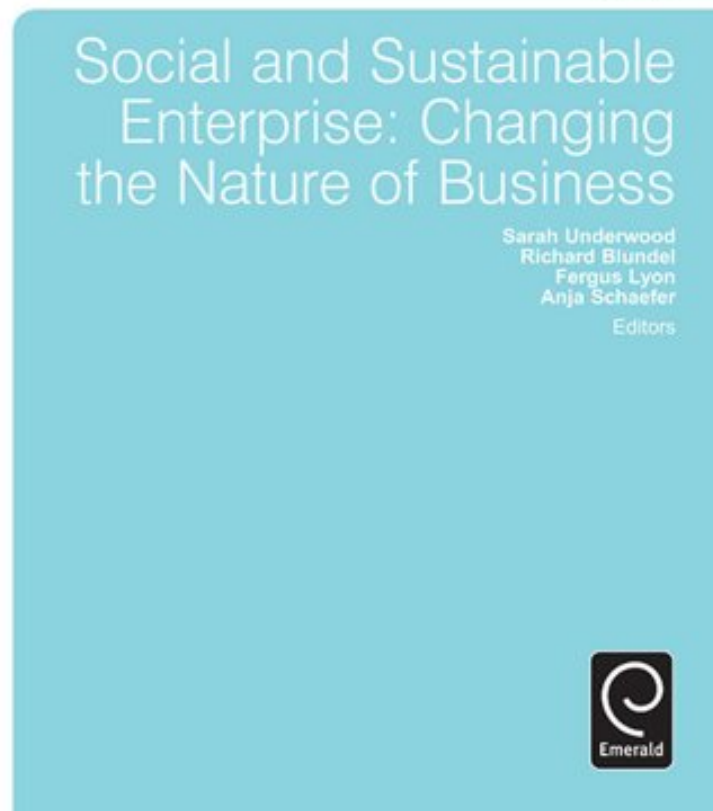
Social and Sustainable Enterprise: the changing Nature of Business: 2 (Contemporary Issues in Entrepreneurship Research)

Sarah Underwood, Richard Blundel, Fergus Lyon
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Contemporary Issues in Entrepreneurship Research
Volume 2



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With current environmental, social and financial challenges facing society and the economy, there has been a rapid growth in interest in the role of social and sustainable enterprise. Accordingly, as government, industry and communities seek to find alternative ways to deliver product and services this volume seeks to draw together contemporary entrepreneurial research which addresses current social and environmental issues, such as: Social and community enterprise and entrepreneurship, including the tension between maintaining core social aims and continuing to prosper in a highly competitive and turbulent marketplace; Sustainable entrepreneurship and environmental impacts of enterprise, for example the pursuit of environmentally-responsible opportunities by mainstream enterprises, the creation of self-consciously 'eco-preneurial' ventures and more radical models that challenge prevailing assumptions about enterprise and growth; Ethics, enterprise and social responsibility, including the growth of ethical markets and the opportunities they create, such as providing services for disadvantaged groups or facilitating markets in fairly-traded goods and services.

The editors (professors of management and enterprise at the U. of Leeds, Open U., and Middlesex U., England) present nine papers that draw on a range of research themes, methodological approaches, and international contexts to explore the meaning, critical nature, and value of social and sustainable enterprise development. Topics include the process of social entrepreneurship in India; radical innovation strategies of environmental-technology entrepreneurs in the Dutch greenhouse horticultural sector, new business models for a low-carbon future, environmental responsibility in micro-enterprises, and the role of corporate social responsibility in encouraging innovation at established firms. Distributed in North America by Turpin Distribution. --Book News Inc. Portland, OR
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