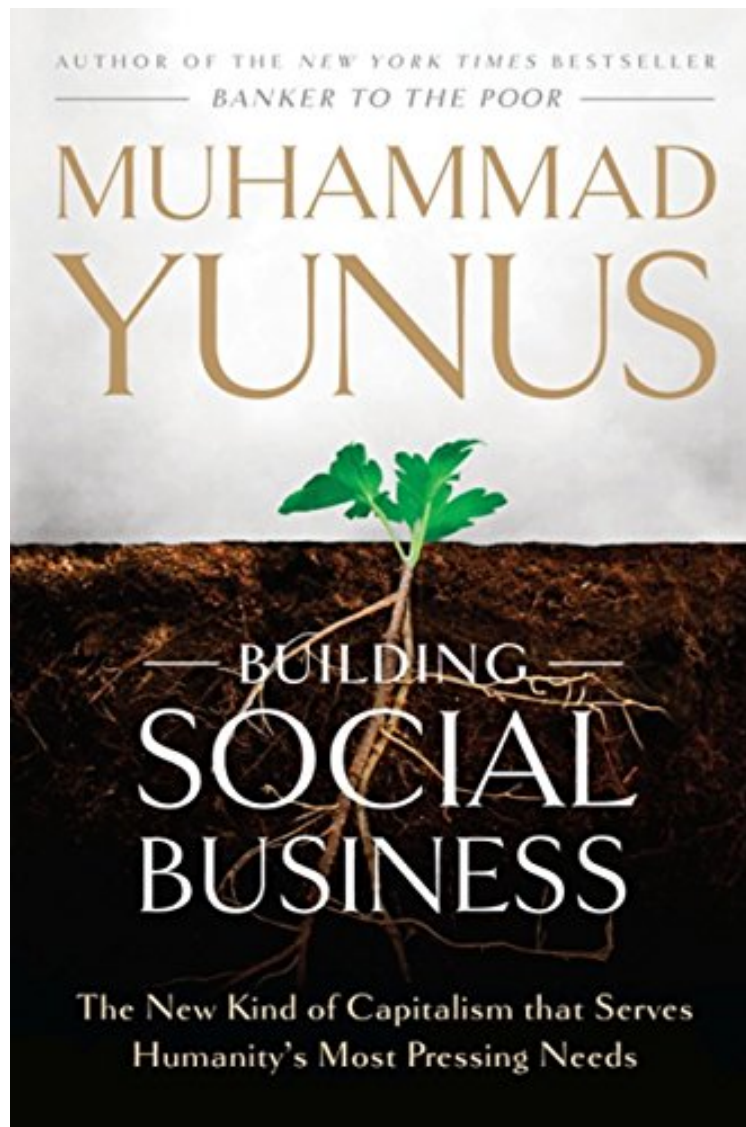


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## Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs

*Muhammad Yunus*

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**Muhammad Yunus : Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building Social Business: The New Kind of Capitalism That Serves Humanity's Most Pressing Needs:

1 of 1 people found the following review helpful. Yunus' Best Book By Kindle Customer This is undoubtedly Yunus's; best and most useful book for it gives detailed advice to the interested reader how to create and run a

social business. This doesn't mean his first two books were simply anecdotic; they are fascinating reading and highly instructive as to how this man himself started out and landed one of the greatest social businesses so far created on the globe: Grameen Bank. I think that without knowing the story, one would simply be short of believing that it can be done, that we can really erase poverty by the novel institution of social business. In fact, this extraordinary man was facing multiple obstacles, and while some of them were to be expected, the main obstacle was always and repeatedly lack of faith, lack of insight that the poor are trustworthy loan takers, and business partners. He didn't want to establish a bank, he started out with working with banks, standing as a guarantor, and increasingly the banks were unwilling to cooperate with the argument that the poor do not qualify for loans. As there was no real cooperation thus with banks, he simply resorted to the ultimate solution: to start a bank all by himself. I especially liked the Introduction of the book which is written in a very fluent style, outlining and anticipating the main ideas presented in the book. 1 of 1 people found the following review helpful. Assigned Reading that I Loved By Customer This book was an assigned reading as part of a Social Business Course. An inspiring and Brilliant look on how we as humans can help other humans. Yunus paints a picture on how it can be done, and what has already been done with Social Business, not charity. Applying business world savvy to the solving of the worlds problems. Loved it, I will be also buying other books of Yunus that I am assigning myself to read! 1 of 1 people found the following review helpful. Rigid and unforgiving in his views. Yunus is quick ... By Vanessa Rigid and unforgiving in his views. Yunus is quick to point out what isn't "Social Business" but is less forth-coming with what is "Social Business".

Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a visionary new dimension for capitalism which he calls social business. By harnessing the energy of profit-making to the objective of fulfilling human needs, social business creates self-supporting, viable commercial enterprises that generate economic growth even as they produce goods and services that make the world a better place. In this book, Yunus shows how social business has gone from being a theory to an inspiring practice, adopted by leading corporations, entrepreneurs, and social activists across Asia, South America, Europe and the US. He demonstrates how social business transforms lives; offers practical guidance for those who want to create social businesses of their own; explains how public and corporate policies must adapt to make room for the social business model; and shows why social business holds the potential to redeem the failed promise of free-market enterprise.