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Social Entrepreneurship in Non-Profit and Profit Sectors

Theoretical and Empirical Perspectives

 Springer

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Foreword

In a world where decades of economic growth seem to have halted or have entered into an excessive slowdown since the financial crisis of 2008, and where the demands for the financial equilibrium of states limit the public expenditure to meet social needs, social entrepreneurship appears, in a measure which may be relevant, as *a relevant market solution for the market's problems*. This is possible through mechanisms, which, as explained in the introductory chapter, unite the specific interest of the entrepreneur with the solution of social needs. In the field of social entrepreneurship, the material circumstances and incentives can be aligned so that new forms of utilitarianism highlight the growth of the economy and the reduction of social needs.

This book adopts a broad and innovative approach to social entrepreneurship. That approach makes the application of the term compatible with non-profit companies, whose sole interest is to solve the social deficiency, and for-profit companies whose inclination to solve social problems is conditioned by the potential benefit and the market segment with which these deficiencies are revealed. In the latter companies, in some cases, the priority may be to resolve a social need, where this solution is accompanied by the corresponding benefit. In the other cases, the search for profit leads to the discovery of the social need with the possibility to innovate while obtaining profits, in the market segment in which this need is manifested.

The introductory chapter presents the two dimensions which correspond to this form of social entrepreneurship, called strict and broad dimension, and different chapters of the book show that in the case of broad dimension, this form of social entrepreneurship can appear on both the demand side and the supply side. In the case of the company, Modular Logística Valenciana (MLV), the contracting of disabled persons and the earning of profits make it possible to observe the broad dimension on the supply side.

Two chapters of the book whose content has a special interest refer to culture and institutions as important conditioning factors for entrepreneur initiatives. With regard to cultural values, the study is broad and well grounded and consents a global vision which distinguishes the more egalitarian Latin American model and the North American model characterized by the prevalence of mastery and autonomy

values. In relation to culture, in a topic which is usually a conceptual discussion and isolated from quantitative works, the authors establish well-defined concepts and obtain significant empirical results. Values and culture, as well as several formal and informal dimensions of institutions, are handled with statistical solvency in this book without losing their conceptual richness.

Also worthy of mention is the excellent bibliographical revision of Chap. 2, and in a more general way, we highlight that perhaps the book's greatest merit can be found in the heterogeneity of the topics which are explored in the different chapters. Beyond the initial expectations, this heterogeneity has made it possible to enrich the concept as well as the practical manifestations of social entrepreneurship.

Jorge A. Wise

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