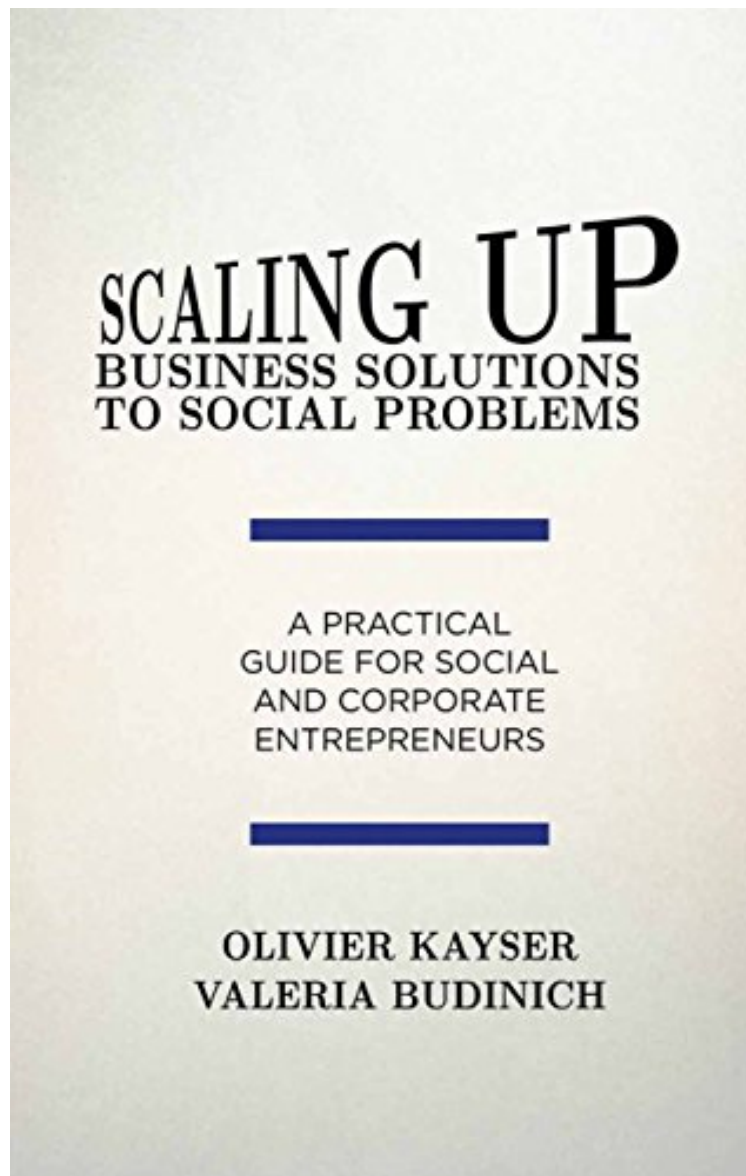


(Mobile ebook) Scaling up Business Solutions to Social Problems: A Practical Guide for Social and Corporate Entrepreneurs

## Scaling up Business Solutions to Social Problems: A Practical Guide for Social and Corporate Entrepreneurs

*O. Kayser, V. Budinich*

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**O. Kayser, V. Budinich : Scaling up Business Solutions to Social Problems: A Practical Guide for Social and Corporate Entrepreneurs** before purchasing it in order to gage whether or not it would be worth my time, and all praised Scaling up Business Solutions to Social Problems: A Practical Guide for Social and Corporate Entrepreneurs:

3 of 3 people found the following review helpful. Three critical reasons to read *Scaling Up Business solutions to social problems* By Customer

A ubiquitous challenge of management books in general is a tendency to over inflate solutions, and present hyperbole rather than clear analysis coupled with specific recommendations. So pervasive is the tendency for management books to do this, I was once inspired to write a book on Management faddism. This review is not to focus on that work, but to establish the contrast in Olivier Kayser and Valeria Budinich's book, *Scaling Up Business solutions to social problems*. Here, the reader will find three important differences from most books on the market in the fields of entrepreneurship and management. First, the authors hold a combined 60+ years of serious pragmatic work such as in McKinsey leadership; head of Ashoka, Europe and an engineer turned international social entrepreneur, and VP of Ashoka with experience implementing solutions in 30 countries. Second, rather than rehearsing hype and yes, the faddism of positive thinking and weakly or untested solutions, readers are treated to solid case studies with implemented solutions. The text is clear and the solutions adaptable, hence worth of the title, "Scaling Up Business solutions to social problems." Third, the book is suitable for university courses in business and entrepreneurship courses, as well as international development, moving beyond theory of private and public solutions to genuine solutions. As an academic, I can say this book is overdue as it is past the time to have textbooks in the classroom that bring smart and engaged students up to speed faster, with heightened clarity and proficiency as the infancy stage of social entrepreneurship has passed. My only warning is this is not bedtime reading, but a serious read for serious issues of our time.

0 of 0 people found the following review helpful. Listed in the Top 10 books of 2015 for entrepreneurs By Customer <http://yourstory.com/2015/12/the-top-10-books-2015/> 1 of 1 people found the following review helpful. Dialogue for economic solutions for 5 billion people By Kelly Boucher-Aburi I want to be the first to congratulate Mr Kayser on documenting some of the business stars in the developing world, these people work hard not to make money in the millions but to change the way millions make money. He has documented some fabulous case studies and although some were not a total success, the fact they tried to change the way we look at poverty and the people who live at the bottom of the economic pyramid, is a success on its own. I believe that this is a difficult consumer for any private sector player to address or engage with, however there is still a vast audience in the lower D of the economic pyramid which still hasn't been addressed in full, some companies have started to do this, and Mr. Kayser's book opens up a space for dialogue for looking at this sector more seriously. Well done Mr. Kayser. Kelly Aburi

A silent revolution is underway, as entrepreneurs challenge prevalent notions of business motives and methods to invent market-based solutions to eradicate social injustice. Yet many fail to succeed. Based on original research, the authors uncover why impressive solutions fail to scale up, featuring global case studies and practical solutions.

'Business must take the lead in reinventing capitalism and making it more inclusive. This book provides business leaders with a hard-nosed assessment of the opportunities and challenges of doing so.' -Dominic Barton, Global Managing Director, McKinsey 'While I have had the privilege of working with Valeria and Olivier for over ten years, on concrete projects aimed at inventing new socially impacting business models, and hybrid value chain solutions, this book has broadened my understanding of the myriad of entrepreneurs who are working to change our planet.' - Emmanuel Faber, CEO, Danone 'This book provides business executives with a wealth of concrete cases and deep insights into what it takes to build scalable inclusive business models.' -Jean-Laurent Ingles, Global Senior Vice President, Household Care, Unilever 'The huge wall that has separated the business and social halves of the world's operations for several centuries is an especially rich opportunity and is the chief focus of this book. I doubt that there is anyone who can match Valeria and Olivier for depth of experience, insight, or clarity here.' -Bill Drayton, CEO, Ashoka 'The emerging field of inclusive or BOP business has suffered from 'pilotitis' the proliferation of small pilot business experiments with little prospect for expansion. Kayser and Budinich's book provides both the diagnosis and the treatment regime for taking BoP business to the next level. A long overdue resource for anyone interested in how to accelerate entrepreneurship for a more inclusive and sustainable world.' -Stuart L. Hart, Professor of Sustainable Business, University of Vermont Business School; co-author of *The Fortune at the Bottom of the Pyramid*

About the Author Olivier Kayser is the founder and managing director of Hystra, a global consulting firm specializing in advising corporations, social entrepreneurs, foundations and the public sector in designing and implementing hybrid strategies. Olivier has been a Vice-President of Ashoka from 2003 to 2008, and is the founder of the Ashoka Support Network (a global network of business people supporting social entrepreneurs). He was a senior partner of McKinsey Company where he spent 18 years based in Paris, Chicago, Hong Kong and Shanghai, advising some of the world's largest multinational corporations as well as state-owned and local enterprises. He is a board member of NGOs as well as of two multi-billion euro international corporations. Born in France, Olivier grew up in Spain, and studied at French business school HEC. Valeria Budinich is a social entrepreneur and organizational strategist with 25 years of experience innovating at the intersection of business and society. As a Leadership Group Member at Ashoka, she founded the "Full Economic Citizenship", a global initiative that has enabled over 50 hybrid business models in housing, small farmer agriculture and other industries. In 2012, she received the Harvard/McKinsey M-Prize for

management innovation for her pioneering work. Prior to Ashoka, Valeria advised international development organizations and coached local entrepreneurs engaged in innovation in Africa, Asia and Latin America. She serves in the Advisory Boards of the Lemelson Foundation and Leapfrog Investments. Born in Chile, Valeria grew up in Central America and the USA where she trained as an Industrial Engineer.