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cocktails social awareness with strategic thinking, in a captivating – and enjoyable – text that draws on cases creating profound impact in both local communities and in a global context.

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covers the landscape, describing examples from virtually every area of interest in development, from healthcare to education to poverty eradication. In fact, the book is most rewarding in its presentation of vignettes of individual social enterprises, including interviews with many of their principals.

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**The Power of Unreasonable People:
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The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World is a 2008 non-fiction book written by John Elkington and Pamela Hartigan and published by Harvard Business School Publishing. The title of the book is based on a quote

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from Irish playwright George Bernard Shaw: "The reasonable man adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man ...

The Power of Unreasonable People - Wikipedia

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Yet as John Elkington and Pamela Hartigan argue in *The Power of Unreasonable People*, our very future may hinge on their work. Through vivid stories, the authors identify the highly unconventional...

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from the college also developed and installed hand-driven water pumps for poor people at the dizzying height of 14,000 feet in the Himalayas, a feat which some experts had assumed to be impossible.

The Power of Unreasonable People - The Economist

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The Power of Unreasonable People -
Poets & Prophets. Being unreasonable is
not just a state of mind. It is also a
process by which older, outdated forms
of reasoning are jettisoned, and new
ones conceived and evolved. The Power
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used to do great good or wreck havoc
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Hartigan argue in *The Power of Unreasonable People*, our very future may hinge on their work. Through vivid stories, the authors identify the highly unconventional entrepreneurs who are solving some of the world's most pressing economic, social, and environmental problems.

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social enterprises, including interviews
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**Amazon.com: The Power of
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True to it's title, The Power of
Unreasonable People: How social
entrepreneurs create markets that
change the world, invokes the words of

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the late Irish playwright George Bernard Shaw: "The reasonable man adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man."

Executive Summary 2 "The Power of Unreasonable People"

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The Power of Unreasonable People covers the landscape, describing examples from virtually every area of interest in development, from healthcare to education to poverty eradication. In fact, the book is most rewarding in its presentation of vignettes of individual social enterprises, including interviews with many of their principals.

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The Power of Unreasonable People: How Social Entrepreneurs ...

According to the most recent book by John Elkington and Pamela Hartigan, "Power of the Unreasonable Person: How Social Entrepreneurs Create Markets that Change the World" that is exactly how they argue the word ought to be

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**The Power of Unreasonable People -
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Yet as John Elkington and Pamela Hartigan argue in *The Power of Unreasonable People*, our very future may hinge on their work. Through vivid stories, the authors identify the highly

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unconventional entrepreneurs who are solving some of the world's most pressing economic, social, and environmental problems.

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complements the other seminal book on social entrepreneurs, David Bornstein's *How to Change the World*. But whereas Bornstein focuses on a handful of entrepreneurs and dives deeply into their stories, Hartigan and Elkington illuminate the breadth of amazing work being done by the more than 50 social entrepreneurs they feature.

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Review: The Power of Unreasonable People (SSIR)

Therefore all progress depends on the unreasonable man." By this definition, some of today's entrepreneurs are decidedly unreasonable--and have even been dubbed crazy. Yet as John Elkington and Pamela Hartigan argue in

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The Power of Unreasonable People, our very future may hinge on their work.

The Power of Unreasonable People : John Elkington ...

February 21, 2008. Featured Guest: John Elkington, founder and chief entrepreneur of SustainAbility and coauthor of The Power of Unreasonable

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The Power of Unreasonable People

the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.” ~ George Bernard Shaw, “Man and Superman”(1) “The

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Power of Unreasonable People,”
published by Harvard Business Press,
takes its title from the above George
Bernard Shaw quote.

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