



Management for Social Enterprise

Bob Doherty, George Foster, Chris Mason, John Meehan, Karon Meehan, Neil Rotheroe, Maureen Royce

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Management for Social Enterprise overviews the key business topics required by social entrepreneurs, and managers in social enterprises, with perspectives on strategy, finance, ethics, governance, marketing, and people management. Written in direct, accessible language by a team of authors currently teaching and researching in this sector, each chapter is fully supported with useful resources. Chapters include brief overviews, further reading, suggested web resources and, importantly, international case studies, drawing on real-life business examples.

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