



How to Change the World: Social Entrepreneurs and the Power of New Ideas, Updated Edition

David Bornstein

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Now published in more than twenty countries, David Bornstein's *How to Change the World* has become the bible for social entrepreneurship--in which men and women around the world are finding innovative solutions to a wide variety of social and economic problems. Whether delivering solar energy to Brazilian villagers, expanding work opportunities for disabled people across India, creating a network of home-care agencies to serve poor people with AIDS in South Africa, or bridging the college-access gap in the United States, social entrepreneurs are pioneering problem-solving models that will reshape the 21st century.

How to Change the World provides vivid profiles of many such individuals and what they have in common. The book is an *In Search of Excellence* for social initiatives, intertwining personal stories, anecdotes, and analysis. Readers will discover how one person can make an astonishing difference in the world.

The case studies in the book include Jody Williams, who won the Nobel Peace Prize for the international campaign against landmines she ran by e-mail from her Vermont home; Roberto Baggio, a 31-year old Brazilian who has established eighty computer schools in the slums of Brazil; and Diana Propper, who has used investment banking techniques to make American corporations responsive to environmental dangers.

The paperback edition will offer a new foreword by the author that shows how the concept of social entrepreneurship has expanded and unfolded over the last few years, including the Gates-Bufferetts charitable partnership, the rise of Google, and the increased mainstream coverage of the subject. The book will also update the stories of individual social entrepreneurs that appeared in the cloth edition.

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