

Social Entrepreneurship Clinic

Recommended Resources

Generally Helpful Stuff. In no particular order, here is a selection of resources that keep me informed, are provocatively useful or have stimulated my thinking.

- 18 Mistakes That Kill StartUps - great advice if you substitute social enterprise for Internet company. Paul Graham, Partner, Y Combinator, October, 2006. (<http://www.paulgraham.com/startupmistakes.html>)
- 9 Things Every Entrepreneur Needs to Learn From Woody Allen – critical work skills for social entrepreneurs. James Altucher, Formula Capital, TechCrunch, January, 2012. (<http://techcrunch.com/2012/01/14/woody-allen/>)
- Balancing Act: Mission, Profit, and Impact in Microfinance – hard-edged, realistic discussion about the realities of impact investing. Microfinance USA conference, April, 2011. (<http://www.microfinanceusaconference.org/videos-2011/session-03-balancing-act.php>)
- Business Fights Poverty – clearinghouse for anti-poverty business solutions. (<http://businessfightspoverty.org/>)
- Café Impact - how-to social entrepreneurship videos and blogs (*Jonathan self-promotion alert!*). (<http://cafeimpact.com/>)
- ClearlySo Guide for the Ambitious Social Entrepreneur – what social entrepreneurs need to know to raise capital. ClearlySo, April, 2012. (<http://www.clearlyso.com/social-enterprises/how-to/ambitious-social-entrepreneur.html>)
- Colloquium for the Common Good – executive leadership seminar (*Jonathan self-promotion again!*). Opportunity Collaboration, annual event. (<http://www.opportunitycollaboration.net/>)
- Global Issues - social, political, economic and environmental issues website. (<http://www.globalissues.org/>)
- How Great Leaders Inspire Action – insights on mobilizing volunteers, donors, investors and followers. Simon Sinek, Ted Talk, September, 2009. (http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)
- How to Raise Money Without Killing a Kitten – podcast with useful fundraising insights. Freakonomics Radio, October 10, 2013. (<http://www.wnyc.org/story/how-raise-money-without-killing-kitten/#commentlist>)
- Inequality.org – facts and figures. Institute for Policy Studies. (<http://inequality.org/>)
- Monk, Architect, Diplomat – insights on leadership attributes needed to scale a social enterprise. Mark Albion (Co-Founder, More Than Money Careers, and author, True to Yourself: Leading a Values-Based Business), Stanford Social

Innovation Review, Fall, 2010.

(http://www.ssireview.org/articles/entry/monk_architect_diplomat)

- Opportunity Collaboration - best economic justice networking conference ever. (<http://www.opportunitycollaboration.net/>)
- Pygmalion – literary film on poverty and power. George Bernard Shaw, BBC Video (starring Lynn Redgrave), 2006. (http://www.amazon.com/Pygmalion-Lynn-Redgrave/dp/B000E8JNRE/ref=sr_1_1?ie=UTF8&qid=1326951162&sr=8-1); do not view any other version, and certainly not the Hollywood-distorted *My Fair Lady* version.
- Sasha Dichter's Blog – fundraising tips and insights blog. (<http://sashadichter.wordpress.com/>)
- Skoll World Forum on Social Entrepreneurship – *the* social sector entrepreneurship conference. (<http://skollworldforum.org/>)
- Social Entrepreneur's Guide for Writing Great Blog Posts – sensible, smart blog writing tips apply also to pitches and powerpoints. Lynn Serafinn (author, *The 7 Graces of Marketing*), website, June 8, 2013. (<http://the7gracesofmarketing.com/?p=1748&preview=true>)
- Standing With The Poor – superb impact investing discussion. Jacqueline Novogratz (CEO, Acumen Fund, and author, *The Blue Sweater*), *Stanford Social Innovation Review*, Spring, 2013.
- Stanford Social Innovation Review – *the* social sector entrepreneurship magazine. (<http://www.ssireview.org/>)
- The Art of No – practical tips for managerial and mission focus. Jennifer Maffett, writer/blogger, *Huffington Post*, July 29, 2013. (http://www.huffingtonpost.com/jennifer-maffett/the-art-of-saying-no_b_3645790.html)
- The Art of the Start – mandatory advice for any new social venture. Guy Kawasaki, Penguin Books, 2004.
- The Generosity Network – very helpful book about raising money. Jennifer McCrae and Jeffrey Walker, Deepak Chopra Books, 2013.
- The Social Entrepreneur's Handbook – practical how-to book. Rupert Scofield, McGraw-Hill, 2011.
- Top 150 Nonprofit Blogs – as measured by web traffic. (<http://topnonprofits.com/lists/nonprofit-blogs/>)

Jonathan's Top Ten Books. Of hundreds of terrific economic development books (and plenty of awful ones too), these ten about poverty, power and prosperity made me mad, sad, laugh or think harder:

Big Necessity by Rose George (Henry Holt & Company, 2008). Compelling and repelling, “the unmentionable world of human waste and why it matters” gets to the bottom (get it?) of the global public health challenge. A colonoscopy about changing the health, dignity and living conditions for 3 billion people.

[Bound Together](#) by Nayan Chanda (Yale University Press, 2007). The subtitle, “How Traders, Preachers, Adventurers and Warriors Shaped Globalization,” hints at the breadth of the author’s reach. Love or hate globalization, this anthropological and economic history is a reminder that we are all, inescapably, global citizens.

[Farewell to Alms](#) by Gregory Clark (Princeton University Press, 2007). So many myths and mythologies surround our understanding about why some countries are rich and others poor. A provocative investigation into the cultural norms that impede economic development.

[#GlobalPOV Project](#) by the Blum Center for Developing Economies, University of California, Berkeley (<http://blumcenter.berkeley.edu/globalpov/>). OK, OK, this is not a book, but it is a captivating, entertaining, aggravating videos series about poverty and power. I just love learning from this series.

[Last Orders at Harrods: An African Tale](#) by Michael Holman (Little, Brown Book Group, 2008). Satiric novel about poverty and power. Humorous, readable, empathetic, but never paternalistic, portrayal of the poor.

[New Jim Crow](#) by Michele Alexander (The New Press, 2012). If you are an American citizen, you need to know the contents of this book and, as a baseline commitment to social change, vote in every election as if you were a young black male.

[Portfolios of the Poor](#) by Daryl Collins, Jonathan Murdoch, Stuart Rutherford and Orlanda Ruthven (Princeton University Press, 2009). As the subtitle explains, learn about “how the world’s poor live on \$2 a day.” This is a must-read bible for every social entrepreneur working on global poverty.

[Poverty Capital](#) by Ananya Roy (Routledge, 2010). Using the microfinance movement (or industry, if you prefer) as the book’s motif, a thoughtful, probing look at the economic development industry and its received wisdom. The author thinks like an academic and writes like a poet.

[The Bottom Billion](#) by Paul Collier (Oxford University Press, 2007). “Why the Poorest Countries Are Failing and What Can Be Done About It” reads the subtitle. A balanced, smart description and prescription regarding the big factors which anti-poverty activists need to know.

[Travels of a T-Shirt in the Global Economy](#) by Pietra Rivoli (John Wiley & Sons, 2005). A readable expose about wasted taxpayer dollars and unfair market competition that simultaneously screws American consumers here and poor subsistence farmers overseas documents the truth of H.L. Mencken’s “Every decent person is ashamed of the government he lives under.”