

Book review: *The Business of Good: Social Entrepreneurship and the New Bottom Line*

Author: *Jason Haber*
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Introduction

In today's fast-paced and interconnected world, the concept of social entrepreneurship has gained significant attention. In his book, "*The Business of Good: Social Entrepreneurship and the New Bottom Line*," author Jason Haber dives deep into this fascinating field, exploring its principles, impact and potential for positive change. This book review will analyze Haber's work, discussing its citation and price, providing an in-depth analysis, highlighting its significance, relevance and intended audience, examining the methodology and sources used, offering a critique, presenting a recommendation and concluding with final thoughts.

Citation and price

"*The Business of Good: Social Entrepreneurship and the New Bottom Line*" was written by Jason Haber and published by Routledge in 2018. This comprehensive book is available in both hardcover and e-book formats, catering to different reading preferences. Priced at \$39.95 for the hardcover edition and \$35.99 for the e-book version, it offers readers a valuable resource that is accessible and affordable.

Analysis

Haber's book takes readers on an enlightening journey through the world of social entrepreneurship. Through meticulous research and compelling storytelling, he explores the ways in which entrepreneurs can create sustainable businesses while making a positive impact on society. Haber delves into the history and evolution of social entrepreneurship, providing readers with a solid foundation for understanding the concept.

One of the book's strengths lies in its ability to present real-life case studies and examples of successful social enterprises. These stories not only inspire readers but also illustrate the practical applications of social entrepreneurship. Haber examines various industries, including healthcare, education and environmental conservation, showcasing how innovative business models can address pressing social issues.



Significance

“*The Business of Good*” is a timely and significant contribution to the field of social entrepreneurship. With the growing interest in corporate social responsibility and sustainable business practices, this book serves as a guide for aspiring entrepreneurs and established business leaders alike. Haber emphasizes the importance of aligning profit-making endeavors with social impact, challenging the traditional notion of the bottom line. By highlighting successful social enterprises, Haber showcases the potential for businesses to be a force for good.

Relevance

The book’s relevance extends beyond entrepreneurs and business professionals. It is a must-read for anyone interested in creating positive change in the world. Haber’s insights are applicable to policymakers, educators and individuals seeking to make a difference in their communities. By presenting a comprehensive overview of social entrepreneurship, the book encourages readers to think critically about the role of business in society and how they can contribute to a better future.

Intended audience

“*The Business of Good*” caters to a broad audience. While entrepreneurs and business leaders will find practical advice and inspiration, the book’s engaging storytelling and thought-provoking analysis make it accessible to a wider readership. Students studying business, economics or social sciences will benefit from the book’s comprehensive exploration of social entrepreneurship, as will professionals interested in sustainable business practices.

Methodology and sources

Haber’s book is a result of extensive research, drawing on a wide range of sources. He combines academic studies, interviews with industry experts and firsthand experiences to provide a comprehensive understanding of social entrepreneurship. The author’s use of diverse sources ensures that his arguments are well-supported and grounded in real-world examples.

Critique

While “*The Business of Good*” offers valuable insights and a wealth of information, one potential critique is its focus on North American social enterprises. Although Haber acknowledges the global nature of social entrepreneurship, the book primarily features examples from the United States of America. A more international perspective would have further enriched the book’s analysis and appealed to a broader audience.

Recommendation

Overall, “*The Business of Good: Social Entrepreneurship and the New Bottom Line*” is a highly recommended read for anyone interested in the intersection of business and social impact. Haber’s engaging writing style, supported by thorough research, provides readers with a comprehensive understanding of social entrepreneurship. The book’s practical advice, inspiring case studies and thought-provoking analysis make it a valuable resource for aspiring social entrepreneurs, business leaders and individuals seeking to make a positive difference.

Conclusion

In “*The Business of Good: Social Entrepreneurship and the New Bottom Line*,” Jason Haber offers a compelling exploration of social entrepreneurship’s potential to create positive change. Through engaging storytelling, thorough research and practical examples, he inspires

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readers to rethink the role of business in society. This book serves as a valuable resource for entrepreneurs, professionals and individuals who believe in the power of business to address pressing social issues. By embracing the principles of social entrepreneurship, we can build a more sustainable and equitable future for all.

Prathamesh Sunil Nadkarni and Manish Shivaji Jaybhay
Faculty of Business Management and Commerce, JSPM, Pune, India, and

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Priti Sunil Sahu
Faculty of Business Management, JSPM, Pune, India