



Dezvoltarea afacerilor sociale

Muhammad Yunus

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"In numai cativa ani, afacerea sociala a trecut de la stadiul de simpla idee la acela de realitate vie, cu o evolutie rapida. Deja produce imbunatatiri in vietile multor oameni si este pe cale sa devina, intr-o maniera exploziva, una dintre cele mai importante tendinte sociale si economice ale lumii. Pe parcursul acestei carti, voi explica in detaliu teoria afacerii sociale, voi relata cateva exemple de afaceri sociale care deja functioneaza si voi face sugestii practice despre cum va puteti implica in sustinerea acestei noi miscari. [...] Visurile noastre par imposibile? Daca asa stau lucrurile, inseamna ca ele nu se pot transforma in realitate decat daca credem in ele si facem demersuri pentru ca ele sa devina reale. Iata ce ne-au invatat ultimii 40 de ani. Asa ca va propun sa credem impreuna in aceste visuri si sa ne dedicam cu totii transformarii imposibilului in posibil. Daca vreti sa imi impartasiti visurile dumneavoastra - si sa va alaturati tuturor celor care au inceput deja sa isi transforme visurile in realitate cu ajutorul afacerilor sociale, va invit sa pornim impreuna in aceasta calatorie." Muhammad Yunus CHOICE, septembrie 2010 "In noua capitole scurte, dar bine scrise, Yunus ne ofera cateva perspective inedite asupra saraciei globale si o abordare unica a modului in care pot coexista afacerile sociale cu cele traditionale, in scopul de a reduce saracia si a imbunatati vietile locuitorilor planetei." Malaysia Star, 10 iulie 2010 "«Afacerile sociale inseamna bucurie», spune Yunus. Intr-adevar, insasi lectura cartii aduce bucurie. Intr-un limbaj nepretentios, Yunus ne povesteste despre initiative care insufla speranta. Mai mult, el ofera o multime de idei, dar si sfaturi practice, pentru cei care sunt gata sa se implice in universul afacerilor sociale. In anii ce vor veni, pare cert ca afacerile sociale vor deveni parte integranta a structurilor noastre economice si vor schimba in mod pozitiv vietile multor oameni."

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