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social enterprises, including interviews
with many of their principals.

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The Power of Unreasonable People: How
Social Entrepreneurs Create Markets
That Change the World is a 2008 non-
fiction book written by John Elkington

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and Pamela Hartigan and published by Harvard Business School Publishing. The title of the book is based on a quote from Irish playwright George Bernard Shaw: "The reasonable man adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man ...

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**The Power of Unreasonable People:
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from the college also developed and installed hand-driven water pumps for poor people at the dizzying height of 14,000 feet in the Himalayas, a feat which some experts had assumed to be impossible.

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The Power of Unreasonable People - The Economist

The Power of Unreasonable People - Poets & Prophets. Being unreasonable is not just a state of mind. It is also a process by which older, outdated forms of reasoning are jettisoned, and new ones conceived and evolved. The Power

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of Unreasonable People. Power can be used to do great good or wreck havoc and destruction.

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**The Power of Unreasonable People:
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Yet as John Elkington and Pamela Hartigan argue in *The Power of Unreasonable People*, our very future may hinge on their work. Through vivid stories, the authors identify the highly unconventional entrepreneurs who are solving some of the world's most

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The Power of Unreasonable People covers the landscape, describing examples from virtually every area of interest in development, from healthcare

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to education to poverty eradication. In fact, the book is most rewarding in its presentation of vignettes of individual social enterprises, including interviews with many of their principals.

Amazon.com: The Power of Unreasonable People: How Social ...
True to it's title, The Power of

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Unreasonable People: How social entrepreneurs create markets that change the world, invokes the words of the late Irish playwright George Bernard Shaw: "The reasonable man adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man."

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**Executive Summary 2 "The Power of
Unreasonable People"**

The Power of Unreasonable People covers the landscape, describing examples from virtually every area of interest in development, from healthcare to education to poverty eradication. In fact, the book is most rewarding in its

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presentation of vignettes of individual social enterprises, including interviews with many of their principals.

The Power of Unreasonable People: How Social Entrepreneurs ...

According to the most recent book by John Elkington and Pamela Hartigan, "Power of the Unreasonable Person: How

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Social Entrepreneurs Create Markets that Change the World” that is exactly how they argue the word ought to be interpreted and used.

The Power of Unreasonable People - Pencils of Promise

Yet as John Elkington and Pamela Hartigan argue in The Power of

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Unreasonable People, our very future may hinge on their work. Through vivid stories, the authors identify the highly unconventional entrepreneurs who are solving some of the world's most pressing economic, social, and environmental problems.

The Power of Unreasonable People:

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**The Power of Unreasonable People:
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The Power of Unreasonable People complements the other seminal book on social entrepreneurs, David Bornstein's How to Change the World. But whereas Bornstein focuses on a handful of entrepreneurs and dives deeply into their stories, Hartigan and Elkington

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illuminate the breadth of amazing work being done by the more than 50 social entrepreneurs they feature.

Review: The Power of Unreasonable People (SSIR)

Therefore all progress depends on the unreasonable man." By this definition, some of today's entrepreneurs are

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decidedly unreasonable--and have even
been dubbed crazy. Yet as John
Elkington and Pamela Hartigan argue in
The Power of Unreasonable People, our
very future may hinge on their work.

The Power of Unreasonable People : John Elkington ...

February 21, 2008. Featured Guest: John

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Elkington, founder and chief
entrepreneur of SustainAbility and
coauthor of The Power of Unreasonable
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the unreasonable one persists in trying
to adapt the world to himself. Therefore

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all progress depends on the unreasonable man.” ~ George Bernard Shaw, “Man and Superman“(1) “The Power of Unreasonable People,” published by Harvard Business Press, takes its title from the above George Bernard Show quote.

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