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Pamela Hartigan and John Elkington have  
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interested in understanding the phenomenon of social entrepreneurship.

How Unreasonable People Are Changing the World For more than a decade I've been deeply immersed in the world of social entrepreneurship. Yet somehow I neglected to read this important book when it was first published four years ago. (I acquired a copy, stuck it on a shelf, and promptly forgot all about it.)

To my mind, The Power of Unreasonable People ranks with David Bornstein's seminal work, How to Change the World, as a point of entry into this fascinating, and increasingly important, realm. The field of social entrepreneurship, still early in its

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entrepreneurs exemplify a new mindset that doing good globally is a noble pursuit that can also be profitable over the long term. Social entrepreneurs generate new markets and opportunities.

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