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## **Muhammad Yunus Building Social Business**

Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a new dimension for capitalism which he

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calls "social business."

The social business model has been adopted by corporations, entrepreneurs, and social activists across the globe.

## **Building Social Business: The New Kind of Capitalism that ...**

Professor Muhammad Yunus. Co-founder and Chairman. Professor Muhammad Yunus co-

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founded Yunus Social  
Business and currently  
serves as the Chairman  
of the Board. He is the  
founder of Grameen  
Bank and father of  
microcredit, an  
economic movement  
that has helped lift  
millions of families  
around the world out of  
poverty. Today,  
Grameen Bank has  
over 8.4 million  
members—97 per cent  
of who are  
female—and has lent

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over US\$12.5 billion  
since its inception.

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**Professor  
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Muhammad Yunus is perhaps world's best known anti-poverty crusader. His new book, Building Social Business, is a manifesto for those who care deeply about solving the society's "wicked" problems -

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poverty, illiteracy,  
malnutrition, global  
warming.

**Amazon.com:**  
**Building Social**  
**Business: The New**  
**Kind of ...**

Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a visionary new dimension for capitalism which he



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calls “social business.”. By harnessing the energy of profit-making to the objective of fulfilling human needs, social business creates self-supporting, viable commercial enterprises tha.

**Building Social  
Business: The New  
Kind of Capitalism  
That ...**

Driven to act by the desperate Bangladesh famine of 1974,

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Chittagong University  
economics professor  
Muhammad Yunus  
went to the village of  
Jobra and found his  
calling. After giving  
villagers \$27 to pay off  
loans to predatory  
lenders, Yunus hit upon  
the idea of lending to  
the poor as the  
foundation of a new  
kind of banking  
business.

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**Summary by**  
**Muhammad Yunus**

Below are the key concepts as described in “Building Social Business: The New Kind of Capitalism that Serves Humanity’s Most Pressing Needs” by Muhammad Yunus

Glossary of terms

Non-loss: A distinction from non-profit organizations: The aim for a social business is to have no loss, but can still make a profit.

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**“Building Social  
Business” -  
Muhammad Yunus -  
Social ...**

A Review of 'Building  
Social Business' by  
Muhammad Yunus  
Gabriel Makuei, RMIT  
University, Australia  
Abstract According to  
Muhammed Yunus  
(MY), social business is  
doing business to solve  
a social problem  
without profit motive.

This is another type of

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capitalism in which  
each business creates

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**Business: The New  
Kind of Capitalism  
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Social business is a cause-driven business. In a social business, the investors/owners can gradually recoup the money invested, but cannot take any dividend beyond that point. Purpose of the investment is purely to achieve one or more social objectives through the operation

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of the company, no personal gain is desired by the investors. The company must cover all costs and.....

**SOCIAL BUSINESS -  
Yunus Centre**

In building social business models, the value proposition and the value constellation ... Muhammad Yunus, the founder and managing director of Grameen Bank, was

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born in Bangladesh and  
educated at ...

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**(PDF) Building Social  
Business Models:  
Lessons from the ...**

The Grameen family of  
businesses also covers  
the areas of telecoms  
and education. And to  
finance social business,  
Dr. Yunus has social  
business funds  
operating all over the  
world. In Georgia,  
there...



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**5 Steps to Building a  
Social Business,  
According to ...**

In his new book, Building Social Business, Yunus devotes many pages to narrowing down the existing definition of a social business—many people precede him in defining it, since the form first cropped up in the Victorian era—but he considers it a new form of economic organization that links

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a social, ethical, or environmental objective with a commercial or financial one.

**Building Social  
Business: The New  
Kind of Capitalism  
that ...**

Nobel Peace Prize-winner Muhammad Yunus shows how the social business model can harness the entrepreneurial spirit to address global

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problems.

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Building Social  
Business by  
Muhammad Yunus.  
Yunus in his book,  
Building Social  
Business, dedicates the  
nine short chapters of  
the book to explaining  
the meaning of a social  
business in the current  
world. Many scholars  
have characterized it

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way before Yunus did.

**"Building Social  
Business" by  
Muhammad Yunus.  
An Essay - GRIN**

Yunus Social Business  
has its roots in  
Bangladesh. In 1983  
Prof. Yunus founded  
Grameen bank,  
beginning a micro-  
finance revolution for  
which he won the  
Nobel Peace Prize.

**About Us | Yunus**

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# Get Free Muhammad Yunus Building Social **Social Business**

Muhammad Yunus has more recently founded Yunus Social Business (YSB) to study, support, and invest in young social businesses. Seven principles of social business These were developed by Professor Muhammad Yunus and Hans Reitz, the co-founder of Grameen Creative Lab:

**Social business -**  
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**Wikipedia**

Yunus, Muhammad, 1940-Building social business : the new kind of capitalism that serves humanity's most pressing needs / Muhammad Yunus with Karl Weber. p. cm. Includes index. ISBN 978-1-58648-824-6 (hardcover) eBook ISBN: 9781586488635  
1. Social responsibility of business. 2. Social entrepreneurship. 3. Capitalism—Moral and

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ethical aspects. I.

**Building Social  
Business: The New  
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Professor Muhammad Yunus, Nobel Peace Prize Laureate, and founder of the Grameen Bank, is commonly considered the thought father and early implementer of the social business concept. He initiated and developed more

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than 20 social businesses in Bangladesh, many of them in cooperation with multinational corporate partners.

**Professor  
Muhammad Yunus  
on the Power of  
Social Business**  
Building Social  
Business: The New  
Kind of Capitalism That  
Serves Humanity's  
Most Pressing Needs  
(PublicAffairs/2010) by  
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Dr. Muhammad Yunus is an excellent rendition on how to invest in poor countries while getting a modest return and doing much good at the same time.

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