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And I'm here today with John Elkington, the founder and chief entrepreneur of SustainAbility, a strategy consulting firm, and the author of the Harvard Business School Press book, *The Power of...* Imagine if you were said to be "unreasonable" by a friend, how would you react? Would you receive the comment as a compliment? According to the most recent book by John Elkington and Pamela Hartigan, "Power of the Unreasonable Person: How Social Entrepreneurs Create Markets that Change the World" that is exactly how they argue the word ought to be interpreted and used.

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the power of unreasonable people complements the other seminal book on social entrepreneurs david bornsteins how to change the world but whereas bornstein focuses on a handful of entrepreneurs and dives deeply into their stories hartigan and elkington illuminate the breadth of amazing work being. 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 presentation of vignettes of individual social enterprises, including interviews with many of their principals.

The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World is a 2008 non-fiction book written by John Elkington 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." The book focuses on the power of unreasonable people : how social ...

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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 development after Bill

Drayton first gave the concept prominence early in the 1980s with the launch of Ashoka, is rife with disagreement.

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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 It is also a process by which older, outdated forms of reasoning are jettisoned, and new ones conceived and evolved.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 of Unreasonable People . Power can be used to do great good or wreck havoc and destruction. Each one of us is responsible for what we do with the power entrusted to us.

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The Power of Unreasonable People offers a typology that illuminates what the broad range of social entrepreneurs share and don't share. The authors distinguish three categories of social entrepreneurs: those primarily dependent on philanthropic or government support; those fundamentally supported by market revenues (but who differ from normal for-profit leaders in their self-imposed trade-off of profit maximization for social value); and those working in hybrid organizations that blend ...

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