



The New Pioneers: Sustainable business success through social innovation and social entrepreneurship

Tania Ellis

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New times create new needs – and new needs require new solutions. *The New Pioneers* is a practical guide for capitalists and idealists on how to navigate in the new economic world order.

It is about the social megatrends that are shaping our lives in new ways and creating a new face of capitalism. And it is about the pioneers that are paving the way for the new business revolution: this century's generation of visionary leaders, social entrepreneurs and social intrapreneurs.

'Hardcore business people are realising that they can increase their profits by incorporating social responsibility into their business, and heartcore idealists are realising that the use of market methods helps them meet their social goals successfully,' argues Tania Ellis.

With a wide array of cases from all over the world Tania Ellis explains the key principles of sustainable business success. Read *The New Pioneers* to gain insight into the new rules that are paving the way for business unusual – for the benefit of humanity and the bottom line.

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ENDORSEMENTS FOR THE NEW PIONEERS

'[Tania Ellis's] book shows the spectrum of thinking and concrete action around socially and ecologically responsible business that has emerged in the last decade. This spectrum is much wider than any label such as Corporate Social Responsibility, Corporate Global Citizenship, Social Investment, Social Entrepreneurship or Social Business would suggest, and her work in aggregating this information will go a long way to inspiring others to lead further into the future. It comprises exciting opportunities of engaging new actors and forging new partnerships to "improve the state of the world".'

Professor Klaus Schwab (from the foreword), Founder and Executive Chairman, World Economic Forum; Founder, Schwab Foundation for Social Entrepreneurship

"The New Pioneers needs to be not only read - but more importantly acted on - by all of us at the frontiers of building and giving life to the new economy. As we enter the Age of Sustainability, it will be the abundance of our talents that will drive innovation which sees the opportunity in extreme resource scarcity. To harness these talents across the globe, embracing different cultures on the basis of shared equity, we need to know what works and who is doing what, framed by a challenge to current mindsets. The New Pioneers provides all that - and much more"

Tony Manwaring, Chief Executive, Tomorrow's Company

"The world is changing and the new pioneers are the ones changing it. If you want to make sense of what's happening--or even better, if you want to help make it happen--read this book. It's a handbook for the global

revolution!"

Alan M. Webber, Co-founding Editor, Fast Company magazine and Author, Rules of Thumb: 52 Truths for Winning at Business Without Losing Your Self

"We are living through one of history's great transitions - from the Age of Greed to the Age of Responsibility - and Tania Ellis's "new pioneers" are at the leading edge of the revolution. This is a book that informs and inspires, reminding us that a better world is not only possible, but is already being created. It is an insightful window on a remarkable movement -- and a call to action for us all."

Dr Wayne Visser, Director of CSR International and author of *The Age of Responsibility*

"I welcome The New Pioneers, as a contribution to moving forward the vision of more ethical and sustainable businesses, re..."

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