



Mude, você, o mundo (Portuguese Edition)

Gabriel Cardoso

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O que você faria se pudesse mudar o mundo e ainda lucrar por isso? Em “Mude, Você, o Mundo: manual do empreendedorismo social”, você vai descobrir:

- Por que o empreendedorismo social é considerado como o “capitalismo do século XXI” e como ele está revolucionando as coisas ao redor do planeta.
- Como se capacitar e se preparar para se tornar um empreendedor social.
- Como identificar problemas na sociedade e propor meios lucrativos para solucioná-los.
- Quais as etapas necessárias para criar, planejar e inaugurar um negócio social.
- O modo de funcionamento, os caminhos e as ferramentas adequadas para compreender e participar do universo social empreendedor brasileiro.

O livro é ágil, acessível e extremamente prático — apesar de ter uma base conceitual —, e oferece a você a possibilidade de iniciar, durante a leitura, a concepção do próprio negócio social. É indicado a agentes de mudança, idealistas, sonhadores, líderes, iniciadores e empreendedores, independentemente da idade, classe social ou região do Brasil.

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