MISSION DRIFT

Mission Drift—Understand It, Avoid It
James Copestake, p. 20

Trade-offs between Social and Financial Performance
Gary Woller, p. 14

Closing the Gender Gap

Microcredit is just one of many initiatives that can challenge unfair gender norms.
Dwight Haase, p. 4
New book!

Edited by Jason Fairbourne, Director, MicroFranchise Development Initiative, Center for Economic Self-Reliance, Brigham Young University, Stephen W. Gibson, formerly Senior Entrepreneur in Residence, Brigham Young University and W. Gibb Dyer, O. Leslie Stone Professor of Entrepreneurship, Marriott School, Brigham Young University, US

‘Anyone interested in shrinking the bottom of the world’s income and wealth pyramid to create real widespread sustainability and all the consequent social and health benefits should read this book.’

– Joseph H. Astrachan, Kennesaw State University, US

This unique book provides an overview of the need to alleviate poverty and what methods have been used in the past to do so (e.g. microcredit). It then introduces the concept of the microfranchise and discusses how this business model can be used in poverty alleviation. Different models of microfranchising are reviewed and specific case studies highlighted to show how it has worked in different parts of the world. The book concludes with a discussion of the advantages as well as the potential problems and pitfalls that accompany microfranchising.

This book is a must read for business scholars and economists, practitioners and lenders, members of NGOs dedicated to poverty alleviation and anyone else who is interested in learning about an innovative, business focused tool to alleviate poverty.


2007 272 pp Hardback 978 1 84720 108 9 $115.00

Special 20% prepaid discount price $92.00 (plus shipping). To receive discount please quote promotion code “ESR07” on the payment page of our website: www.e-elgar.com

‘What do buying honey, renting mobile phones and fitting prescription glasses have in common? Answer: they are all activities that have expanded in low-income countries through microfranchising. This book brings together the ideas of researchers and social entrepreneurs at the heart of a movement to turn microfranchising into a mechanism for sustainable poverty reduction on a scale to match microfinance. A seductive mix of advocacy and realism, analysis and case-study provides readers with the ingredients to make up their own mind about the potential of microfranchising as a development tool.’

– James G. Copestake, University of Bath, UK

More information
Edward Elgar Publishing Inc., William Pratt House, 9 Dewey Court, Northampton, MA 01062-3711 USA
Tel: (413) 584-5551 Fax: (413) 584-9933 elgarinfo@e-elgar.com

Orders
Edward Elgar Publishing Inc., PO Box 574, Williston, VT 05495-0575 USA
Tel: (800) 390-3149 Fax (802) 864-7626 eep.orders@aidcvt.com
Editor’s Introduction

2  Finding Balance  
by Paul C. Godfrey

Perspectives

14  Trade-offs Between Social and Financial Performance  
by Gary Woller

20  Mission Drift—Understand It, Avoid It  
by James Copestake

Research

4  Closing the Gender Gap  
by Dwight Haase

10  Innovation Spurs Growth  
by Jasmine Mohanty and Debadutta K. Panda

Best Practices

26  Accessing Commercial Capital Markets  
by Isaac H. Smith, Michael A. Broderick, and Richard G. Winsor

Book Review

34  From NGO to MFI: A Guidebook for Successful Transformations  
by Geetha Rao Ramani

Partner Profiles

36  Academy for Creating Enterprise, Grameen Bank, and ASCEND Alliance

Center News

40  Social Innovation Invites All Disciplines