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Volume 9, 2001 - Issue 1-2

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Social Entrepreneurship: Managerial, Finance and Marketing Aspects

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Pages 19-43 | Published online: 21 Oct 2008

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SUMMARY

Nonprofit organizations are being urged to take a more “businesslike approach” to their operations, and to add earned income ventures to offset cash shortfalls due to lower donation or grant and contract revenue.¹ This “social entrepreneurship” impetus

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