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entrepreneurs and dives deeply into their stories. Hartigan and Elkington illuminate the breadth of amazing work being done. The Power of Unreasonable People. 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...

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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