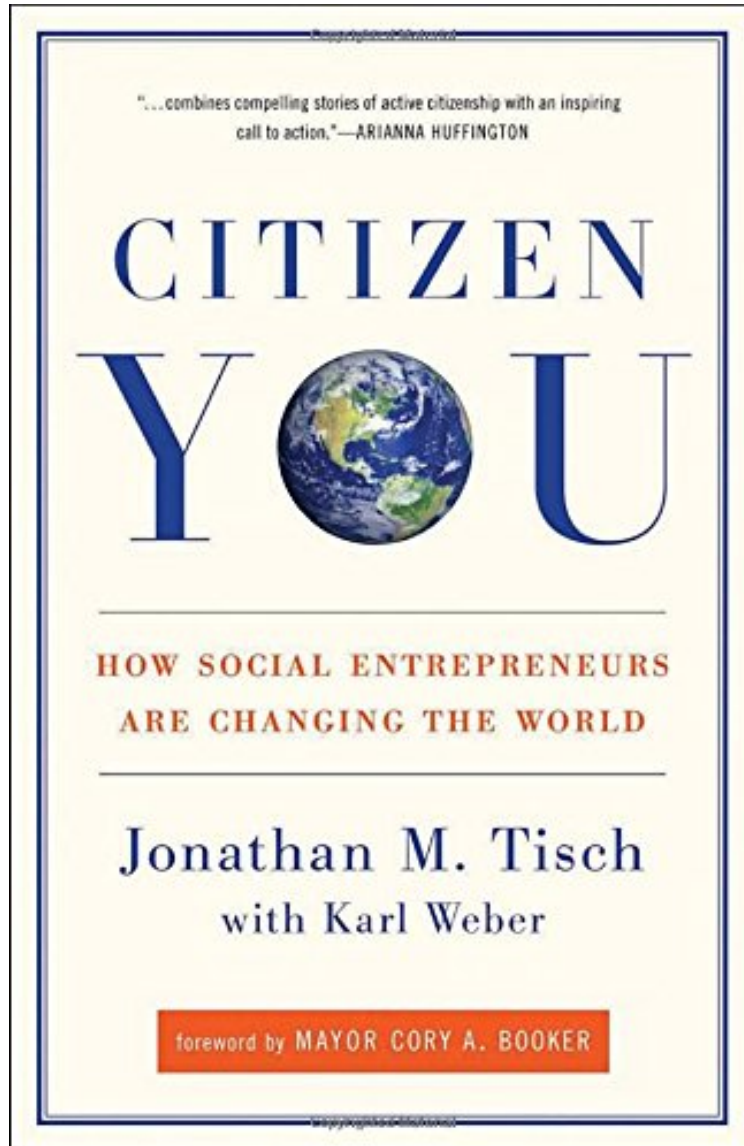


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## Citizen You: How Social Entrepreneurs Are Changing the World

*Jonathan Tisch, Karl Weber*

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**Jonathan Tisch, Karl Weber : Citizen You: How Social Entrepreneurs Are Changing the World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Citizen You: How Social Entrepreneurs Are Changing the World:

0 of 0 people found the following review helpful. Four Stars By Malcolm Harris Excellent Product and Service 3 of 4 people found the following review helpful. The Power of You! By Michael Griswold Citizen You is a different book from the others I've read on social business and changing the world because it makes it more accessible to the average

person. Other writers speak of these broad far-reaching notions of ending global poverty, human trafficking, and the many other issues that plague our planet. Although these ideas are noble and well-meaning they are often not that constructive. Citizen You on the other hand is practical and accessible to the average person. The stories told throughout the book like Scott Harrison who helps provide water to the impoverished or the students who run the Broadway program for at risk youth in the neighborhood surrounding Tufts University are examples of people using their own talents and gifts to make their immediate world a better place. 0 of 0 people found the following review helpful. Four Stars By AJ Informative

Just when the world needs it most, a new style of social engagement is emerging: Active Citizenship. A key member of one of New York's most civic-minded families one that has supported many of America's notable institutions and deserving programs Jonathan Tisch has devoted a lifetime to active citizenship. It's an idea that uses the power of practical creativity and grassroots participation to solve seemingly intractable problems. In Citizen You, Tisch challenges readers to join this movement and points the way toward making our world a better place, one person and one neighborhood at a time. Tisch has filled Citizen You with accounts of people you'll meet, such as inspirational individuals as: Scott Harrison, who has used the networking and marketing skills he developed as a night club promoter to help over a million people in the developing world get access for the first time to clean, safe drinking water. Steffi Coplan, whose Broadway 2 Broadway project brought out the hidden musical talents of kids at an inner city school. Eric Schwarz, who decided to do something about America's under-performing schools, and parlayed a single classroom mentoring project into the nationwide Citizens Schools movement. Chris Swan, who is training a new generation of citizen engineers to make sure that the projects they build aren't just structurally sound but also environmentally and socially sustainable. Dave Nelson, who traded his role as an executive at IBM for a job at a struggling nonprofit that teaches kids about the power of entrepreneurship and discovered a host of new challenges and rewards in the process. Through these and many other remarkable stories, you'll learn how today's active citizens are transforming thinking about social change. Rather than short-term fixes and hand-me-down charity, they're striving to build sustainable, systemic solutions to our most challenging problems, building and empowering communities rather than fostering dependency. And they're using a host of new tools, from online networking and private-public partnerships to corporate engagement and social entrepreneurship, to redefine how change can happen. Citizen You is a potent antidote to pessimism. At a time of unprecedented challenges on the national and world stage, when active citizenship is not a choice but a necessity, Citizen You dares us to reshape the social, political, and intellectual structures that have long confined us, and offers fresh thinking that redefines the very concept of activism. For more information and ideas about how to be an active citizen go to [www.citizenyou.org](http://www.citizenyou.org) From the Hardcover edition.

From Publishers Weekly A long-time philanthropist, Loews Hotels CEO Tisch (Chocolates on the Pillow Aren't Enough) writes with contagious excitement about what he sees as a new era of civic engagement, bringing more opportunities than ever for individuals, businesses and non-profit organizations. From jet-set party promoter Scott Harrison, whose organization funds drinking water projects in 14 developing nations, to many other amazing people and organizations, Tisch documents a shift from volunteerism to active citizenship, less about alleviating symptoms and more about addressing root causes in problems like poverty, hunger, homelessness, and disease. In chapters like Social Entrepreneurship and Digital Citizenship, Tisch provides plentiful case studies of the model in action, showcasing the worldwide opportunities for and benefits of service. By the time a concluding list of 51 ways to "join the movement" rolls around, it's likely Tisch will have inspired readers to take him up on one of them. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist President Obama's early career as a community organizer has inspired interest in citizen activism across generations and nations, according to Tisch, head of a financial holding company and major funder of a college of citizenship and public service at Tufts University. Tisch issues a call to action to move beyond volunteerism to more active citizenship, including social entrepreneurship and broader social change that involves the government and the private sector. He points to sustaining efforts such as the Grameen Bank in Bangladesh that funds modest businesses for the rural poor and the Harlem Children's Zones effort to address systemic issues in providing high-quality education to the urban poor. Tisch also examines new philanthropists, including Bill Gates, who apply a business perspective to addressing global social issues. Most compelling are the profiles of lesser-known individuals: Will Allen teaching city dwellers to become urban farmers to provide fresh fruit and vegetables to food deserts and Scott Harrison operating a charity to build filtration systems in developing nations. Tisch offers examples of both institutions and individuals who take seriously the notion that citizens can make massive changes. --Vanessa Bush A long-time philanthropist, Loews Hotels CEO Tisch writes with contagious excitement about what he sees as a new era of civic engagement, bringing more opportunities than ever for individuals, businesses and non-profit organizations Tisch documents a shift from volunteerism to active citizenship, less about alleviating symptoms and more about addressing root causes in problems like poverty, hunger, homelessness, and disease. By the time a concluding list of 51 ways to "join the movement" rolls around, it's likely Tisch will have inspired readers to take him up on one of them. Publishers Weekly From the

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