



## The Disruptors: Social entrepreneurs reinventing business and society

By Kerry Krige, Gus Silber



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### *Can business change the world? Can the world change business?*

For a new breed of social entrepreneurs, striving to build and grow enterprises that fight social ills, foster opportunity, and help to improve society, the answer is not can, it's must.

Impassioned by purpose, driven by dreams, emboldened by ideals, social entrepreneurs imagine a better way to a better world. And then they go out of their way to bring it to life. In the process, they shake the dust off old ways of thinking and disrupt the way business has always been done. In this book, brought to you by GIBS, a leading business school based in Johannesburg, South Africa, you'll get to meet *The Disruptors*.

Through these tales of daring, struggle, triumph and innovation, you'll see the world through the eyes of a diverse range of social entrepreneurs, and learn their secrets for changing the world by changing business. From healthcare to mobile gaming, from education to recycling, from dancing to gardening, these are the game-changers, the difference-makers, the doers of good. Here are their stories.

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### Editorial Review

#### About the Author

**Kerryn Krige** heads up the Network for Social Entrepreneurs at the Gordon Institute for Business Science in Johannesburg, which focuses on achieving both social and economic change through social enterprise. Krige has worked in the social sector since 2001 with numerous UK charities, and began her career as a journalist for business news channel Summit TV. She holds a Masters in Development Studies.

**Gus Silber** is an award-winning journalist, editor, speechwriter and author, with a special interest in social entrepreneurship. He has penned several books, covering South African sociopolitical satire, innovation in business, entrepreneurship and mobile technology.

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