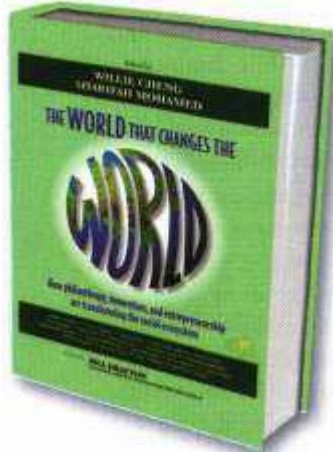




Where we are Headed



The World that Changes the World – How philanthropy, innovation, and entrepreneurship are transforming the social ecosystem unravels the intrigue that is the social ecosystem and how it is changing. **By Yvonne Chong**

'The World that Changes the World – How philanthropy, innovation, and entrepreneurship are transforming the social ecosystem',

- ▶ Edited By: **Willie Cheng & Sharifah Mohamed**
- ▶ Publisher: **John Wiley & Sons**
- ▶ Pages: **388**
- ▶ Price: **RM119.80**

THERE ARE over three million social purpose organisations around the world, employing more than 48 million people, with a limited budget of US\$ 1.9 trillion annually. It is a growing but hugely fragmented, complex and often

confusing sector. This is a unique book that sets out a holistic and detailed view of the fascinating social ecosystem: what it is, what it could be, and where it could be going.

The World that Changes the World brings together 21 international authors – thought leaders, captains of industry and experts in their fields – to share their perspectives on, and insights into, the various facets of the ecosystem, its change drivers and its macro-trends. This volume offers inspiration, ideas and opportunity for action and impact on the world of social ecosystem.

Chapter 1 describes the social ecosystem framework while highlighting the key issues and

trends. This is followed by 14 chapters that detail the specific core players in the ecosystem and the supporting roles played by the community, media, government and regulator. There are also three chapters focused on examining the enablers of change in the ecosystem – namely Culture and Leadership, Technology, and Finance. The last three chapters explore the macro-trends of growth, social innovation, and fusion of the sectors.

'A consistent theme that emerges from these thought provoking essays is the acute sense of change and vibrancy that infuses the social sector. This feeling of urgency has been with us throughout ...' the editors say. **mb**