

Presents
Dr. Muhammad Yunus
discussing his new book,
Building Social Business

Friday, May 14, 2010

8:30 a.m. - 10:30 a.m. (Doors open @ 8:00 a.m.)

Ronald Reagan Building & International Trade Center
Atrium Ballroom
1300 Pennsylvania Avenue, NW
Washington, DC 20004
Metro Accessible: Metro Center and Federal Triangle

Ticket Information

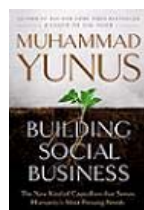
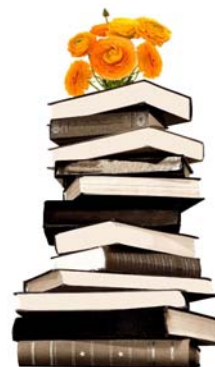
\$35 Ticket: General Admission and copy of *Building Social Business*
\$15 Student Ticket (Limited): General Admission only

Purchase Ticket

or visit www.hooksbookevents.com

A portion of the event proceeds will be donated to FONKOZE
(www.fonkoze.org), Haiti's Alternative Bank for the Organized Poor.

Additional copies of *Building Social Business*, as well as *Creating a World Without Poverty* and *Banker to the Poor*, will be available for purchase.



Muhammad Yunus, the practical visionary who pioneered microcredit and, with his Grameen Bank, won the 2006 Nobel Peace Prize, has developed a visionary new dimension for capitalism which he calls "social business." By harnessing the energy of profit-making to the objective of fulfilling human needs, social business creates self-supporting, viable commercial enterprises that generate economic growth even as they produce goods and services that make the world a better place.

In this book, Yunus shows how social business has gone from being a theory to an inspiring practice, adopted by leading corporations including BASF, Intel, Danone, Veolia, and Adidas, as well as entrepreneurs and social activists across Asia, South America, Europe, and the United States. He demonstrates how social business transforms lives; offers practical guidance for those who want to create social businesses of their own; explains how public and corporate policies must adapt to make room for the social business model; and shows why social business holds the potential to redeem the failed promise of free-market enterprise.

Muhammad Yunus was born in Chittagong, a seaport in Bangladesh. The third of fourteen children, he was educated at Dhaka University and was awarded a Fulbright scholarship to study economics at Vanderbilt University. He then served as chairman of the economics department at Chittagong University before devoting his life to providing financial and social services to the poorest of the poor. He is the founder and managing director of Grameen Bank and the author of the bestselling *Banker to the Poor*. Yunus and Grameen Bank are winners of the 2006 Nobel Peace Prize.



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