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THE NEW PIONEERS

Sustainable business success through social innovation & entrepreneurship

What is the new face of capitalism? What social megatrends are currently shaping our lives and who are the pioneers paving the way for the new business revolution? In *The New Pioneers* (Wiley; August 2010), author Tania Ellis presents a handbook for “business as unusual” in the new economic world order – an international overview of global social business trends and key principles for sustainable value creation.

With a foreword by the founder of the World Economic Forum, Klaus Schwab, and several key international case studies, the book introduces us to this century’s generation of visionary leaders, social entrepreneurs and social intrapreneurs, and explains the key principles of sustainable business success. It will both inspire and instruct politicians, CEOs, entrepreneurs and engaged citizens alike.

The New Pioneers provides crucial answers to questions such as:

- Is there money in idealism?
- Can capitalists be social?
- What can we learn from the social entrepreneurs on the new business frontier?
- How are sustainable business strategies put into action?

Tania Ellis identifies the needs in modern capitalist society and shows how first-mover companies and pioneering social entrepreneurs are building innovative business models and leveraging their competitive advantage by putting sustainability into the core of their practice. She takes us from hardcore business to ‘heartcore’ business without ever losing sight of the bottom line. Forget about traditional CSR – Corporate Social Innovation is the name of the 21st century business game.

About the author

Tania Ellis, Executive MBA, is a Danish-British prize-winning writer, speaker and business innovator specialising in social business trends. A leading expert in Scandinavia, Ms. Ellis often features in the media as a trendspotter and opinion-leader, and is an in-demand consultant and inspirational speaker. How to achieve both social and economic value creation in innovative and sustainable ways is always at the core of her message.

Title: *The New Pioneers* – sustainable business success through social innovation and social entrepreneurship

Author: Tania Ellis

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'The world is changing and the new pioneers are the ones changing it. If you want to make sense of what's happening - or even better, if you want to help make it happen - read this book. It's a handbook for the global revolution!'

Alan M. Webber, Co-founding Editor, Fast Company magazine and Author, Rules of Thumb: 52 Truths for Winning at Business Without Losing Your Self

'The New Pioneers - packed with case studies and guided by the principles which inform them - shows how companies are leveraging their competitive advantage and building innovative business models by putting sustainability into the core of their thinking and practice.'

Richard S. Gillies, Director, Plan A, CSR & Sustainable Business, Marks & Spencer

'The New Pioneers needs to be not only read - but more importantly acted on - by all of us at the frontiers of building and giving life to the new economy.'

Tony Manwaring, Chief Executive, Tomorrow's Company

'The New Pioneers illustrates that the stakeholder inclusive governance approach now prevails and everyone has a role to play to make the new face of capitalism work.'

Mervyn King, Chairman of the Global Reporting Initiative

'This is a book that informs and inspires, reminding us that a better world is not only possible, but is already being created. It is an insightful window on a remarkable movement - and a call to action for us all.'

Dr Wayne Visser, Director of CSR International and author of *The Age of Responsibility*

'I welcome The New Pioneers, as a contribution to moving forward the vision of more ethical and sustainable businesses, reforming markets and growing "greener" economies worldwide. Tania Ellis has performed a great service and we hope this book is widely-read!'

Hazel Henderson, author of Ethical Markets: Growing the Green Economy (2006) and President, Ethical Markets Media (USA and Brazil)

'Humanity will need multiple planets this century to meet its growing agricultural, industrial and consumer needs, but we only have one. So we have to build a new world on the one planet we have. Tania Ellis shows how new breeds of social innovators and entrepreneurs are leading the charge.'

John Elkington, Co-Founder and Executive Chairman of Volans, Co-Founder and Non-Executive Director of SustainAbility, and Co-author of The Power of Unreasonable People.

'If you are joining the social entrepreneurship revolution, or seeking to apply its principles in a mainstream business setting, this insightful and incredibly well researched book sets out the rules of the road ahead.'

John Grant, Author of Co-opportunity and The Green Marketing Manifesto

'The New Pioneers takes the reader on a step-by-step journey through the evolution of business and its stakeholders providing new insights, lessons learned and roads to walk for creating a future where business globally will play an important part of creating a better world today and tomorrow.'

Mads Kjaer, founder of MYC4

'In meticulous, convincing and heartening detail, Tania Ellis rolls out persuasive evidence that a "responsibility revolution" is well underway in the relationship between consumers and corporations...Today, with governments having difficulty addressing some of the world's most perplexing problems, consumers, corporations and civil society must take the lead. As Ms Ellis documents so skillfully, that is precisely what they are doing.'

William Becker, Presidential Climate Action Project