

Book Review on “Is Social Enterprise Good Business?”

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Abstract

This paper first highlights the contents of the book “Is Social Enterprise Good Business? Critical Thinking and Reflection.” The first chapter shows the development path of social enterprise and its context of neoliberalism. The second and third chapters discuss a reverse view of mainstream discourses of social enterprise and overlooked problems. Cases of social care and eradicating poverty issues are discussed in Chapters 4 to 8. This book reminds us that behind those simple and good problem-solving projects based on individual effort, there might be hidden ideologies of the depoliticization of social problems, encouragement of giving room to the market, and transformation of citizens into consumers. Therefore, social entrepreneurship must be treated with caution, with measures to verify if it addresses structural challenges. Finally, this paper suggests the experiences of the Mondragon Cooperative Corporation and the concept of diverse economies as another point of view to consider in the relationship between surplus creating and social justice.

Keywords: Social Enterprise, Neoliberalism, Depoliticization, Privatization of Social Welfare, Mondragon Cooperative Corporation, Diverse Economies