# START-UPS

## AND THE MOBILIZATION
## OF SOCIAL INTERACTIONS

FRANCK BARÈS
BERNARD COVA
ANICET NEMANI

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# THE MOBILIZATION OF
# SOCIAL INTERACTIONS

"The world is suffering from a range of political and financial crises and organizations today fresh ideas to help them rethink social and institutional change. In response, many companies are moving to a purpose-driven model. This book is an unprecedented rallying cry for change that builds on over three decades' worth of research and business ingenuity into the idea that business needs to operate with genuine purpose and community. *Start-ups and the Mobilization of Social Interactions* isn't just for entrepreneurs, either. It is for everyone who wants to understand how to build a new way to do business that harnesses the power of social connectedness, community and the spirit of activism. Everyone who is excited about the positive possibilities of enterprise should read this book!"

Robert V. Kozinets
Professor, University of Southern California, USA


"With this volume, the three authors offer an approach that combines the development of a social movement and the emergence of an entrepreneurial project. The book offers an interesting and original key for understanding this combination that has not yet been sufficiently investigated, but is rich in implications for today's world. It also highlights the close relationship between consumption and entrepreneurship phenomena which are addressed separately in traditional management approaches but that are today increasingly connected."

Simone Guercini
Professor, University of Florence, Italy


"Based on extensive research, this book's authors share a clear and simple approach to enable success in high-impact projects. This is an inspiring read for entrepreneurs and allies – coaches, consultants mentors – alike."

Dafna Kariv
Professor, Adelson School of Entrepreneurship,
Reichman University, Israel

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BY

## FRANCK BARÈS
*HEC Montreal, Canada*

## BERNARD COVA
*Kedge Business School, France*

AND

## ANICET NEMANI
*BIMSTR, Cameroon*

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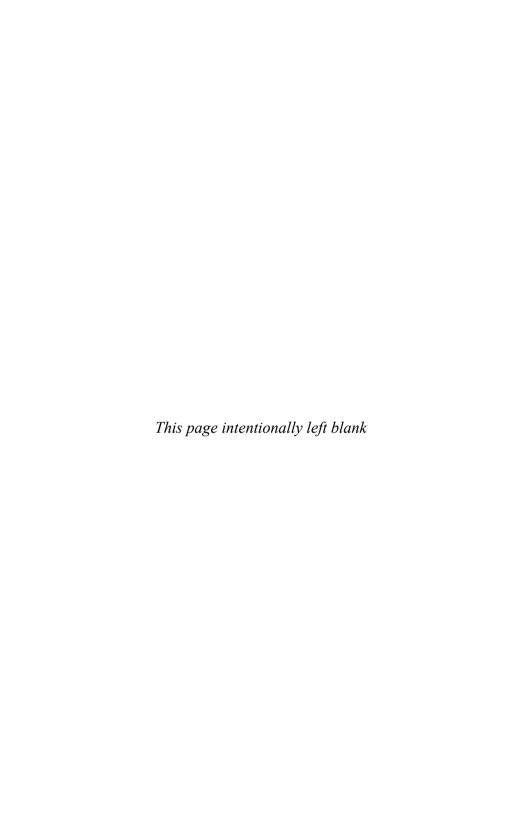Certificate Number 1985
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INVESTOR IN PEOPLE

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