

## LITERATURE REVIEW 2010

Yunus, Muhammad, **Creating a World Without Poverty**, 2007...Dr. Yunus uses this book to describe what he describes as the social business. Dr. Yunus explains that one can improve humanity by using a different form of capitalism. He studied banks, entrepreneurship, foundations and charities and determined that something new could be created that would better serve the poor. In the social business model, people invest in the business but never receive a profit themselves from the investment. Rather, the money generated continues to be invested in further humanitarian efforts. In this book, Dr. Yunus describes the work that he did with Damone in which the large yogurt company ventured into the social business of making a new flavor of yogurt that was sold for pennies to the poor in order to feed the malnourished children. The new social business opened small yogurt factories in the poor communities which then hired local persons to work in the factory. Dr. Yunus envisions that social business will be important source of employment opportunities for women. The social business model is being studied in several countries including the Channel Island campus in California.