

**From:** [Nina Vasan](#)

**To:** [isn@tinyworld.co.uk](mailto:isn@tinyworld.co.uk)

**Sent:** Sunday, April 14, 2013 7:12 PM

**Subject:** New Tool for Students on Social Entrepreneurship

Dear Ian,

I am a student at Harvard Medical School looking to connect with the universities that are leading the way in engaging students in social entrepreneurship, both in the classroom and through extracurricular initiatives. I read that you are teaching a course on social entrepreneurship, and wanted to chat with you about the project I've been working on with a team of young leaders for nearly 10 years: a textbook for "doing good," a curriculum and concrete roadmap that empowers students with the leadership and practical skills they need to turn idealism into impact. *New York Times* columnist Nicholas Kristof called the book "a practical field guide for young people wanting to change the world".

Praised by Nobel Peace Prize Laureate Muhammad Yunus as "the primer for social innovation," [Do Good Well: Your Guide to Leadership, Action, and Social Innovation](#) (Jossey-Bass/Wiley, 2013, 576 pages, \$30) is a comprehensive and engaging guide that is flexible enough for educators to integrate into a host of curricula (courses, programs, workshops, etc.), yet simple and concrete enough to allow any student to pick it up and directly apply its lessons. Incredibly versatile, it delivers a winning combination of practical advice, individual and team exercises, personal anecdotes, case studies, interdisciplinary research, worksheets, and reflection questions.

Many excellent books on social entrepreneurship issue a call to action; *Do Good Well* provides the natural next step - an action plan. As you know, students have great ideas for social change; this book guides them to execute their ideas in a way that is effective, collaborative, and sustainable.

I'd love to chat about working together to bring *Do Good Well* to your school! I've attached a brief overview to this email. You can also learn more on our [website](#) and access a free preview on [Amazon](#). If you might be interested in adopting it as a textbook, you can order a free evaluation copy directly from [Wiley](#).

Finally, I wanted to bring to your attention our "Share What Works" contest, which awards prizes to young leaders who share their personal stories about making an impact. Your students can learn more about it at [www.dogoodwell.org](http://www.dogoodwell.org).

Thank you for your time and consideration! I hope to speak with you soon!

Yours,  
Nina Vasan

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**Do Good Well: Your Guide to Leadership, Action, and Social Innovation**

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