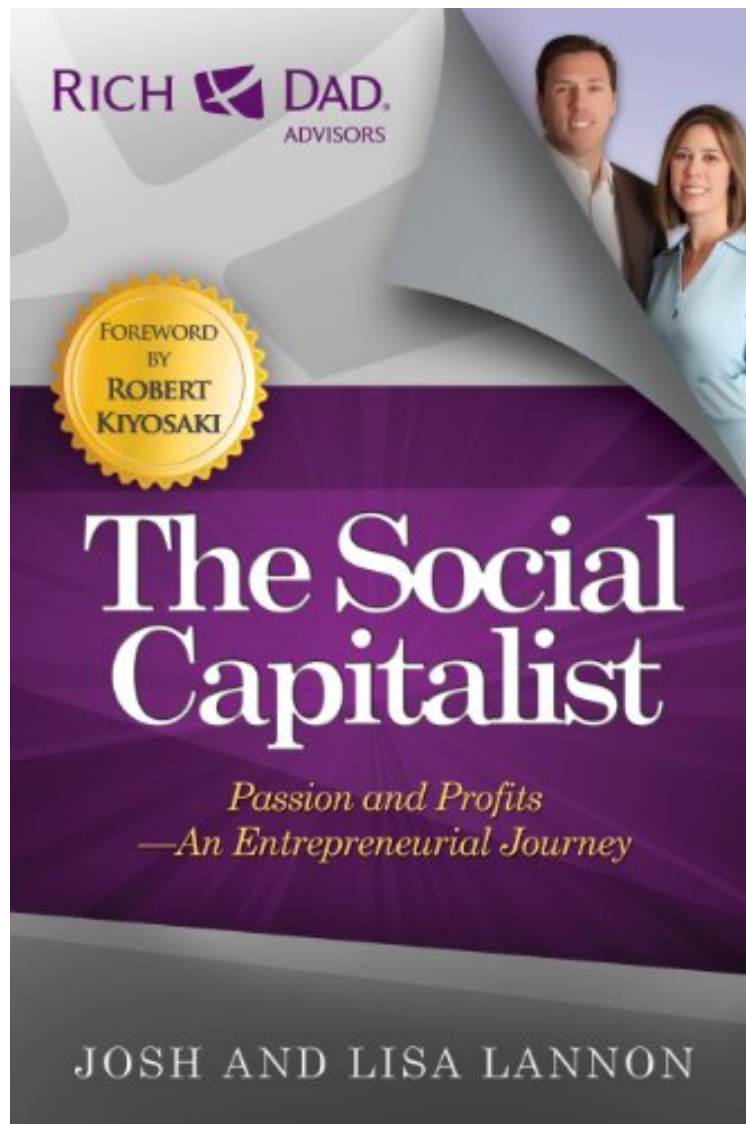


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Josh Lannon, Lisa Lannon

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Josh Lannon, Lisa Lannon : The Social Capitalist: Passion and Profits - An Entrepreneurial Journey (Rich Dad's Advisors (Paperback)) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Social Capitalist: Passion and Profits - An Entrepreneurial Journey (Rich Dad's Advisors (Paperback)):

6 of 6 people found the following review helpful. Great solutions for how to be For Profit and For GoodBy Liz H. KellyThe Social Capitalist is an easy, heartfelt and inspirational read about how to be for profit and for good. Josh and

Lisa Lannon share their inspirational story about how they quit their jobs in Las Vegas, read Rich Dad books on how to start a business, and after several rejections, raised \$1.5 million to start Journey Healing Centers. After 10 years, they now have 100 employees, regularly contribute to charities, and are working on a global franchise. What I liked most about this book is that the CEO Josh Lannon talks about how profit does not need to be a dirty word in the social good world. To be able to give back, you need to make a profit - and there is nothing wrong with it. I also enjoyed reading about how they found a great mentor who had been there done that, had their moments where they almost quit, and then how they pulled it all together with a winning team. If you have a business or want to build a successful company, I highly recommend this book!0 of 0 people found the following review helpful. Rich Dad stuff love reading his materialBy WataRich Dad stuff love reading his material. He's got an open mind and a way to make lots of money for himself. And gives many ideas on how I could put his information into my wallet.4 of 4 people found the following review helpful. Positive Way to Change SocietyBy Craig D. HortonThis book has a central focus on the power of Social Capitalism. This is a tool of the future for small business people to change their society in a positive way. I enjoyed the book very much!!

Social Entrepreneur is a book about how two ordinary people turn a huge social problem into a solution, not only for themselves but for thousands of others. From Nightclub Owner (Josh) and Law Enforcement Officer (Lisa) to Social Entrepreneurs of Journey Healing Centers (accredited private drug and alcohol treatment centers). They turned their lives around and are building businesses that bring families back together again (by using the Rich Dad principles). Businesses are evolving to a higher purpose, the why we do what we do. Like the movements across the world and in our own backyards (occupy wall street) people want purpose in their lives. They want to be a positive contribution. We are in the next Mega Trend of a social movement.