

The Missional Entrepreneur: Principles and Practices for Business as Mission

Mark Russell

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The Missional Entrepreneur: Principles and Practices for Business as Mission Mark Russell Business as mission (BAM), an emerging concept and developing ministry, has drawn fascination in missions and business circles. BAM embodies the practice of using business strategically accomplishing missional purposes. Though the term is ubiquitous in mission circles, there is disparity between its meaning. There has been much theoretical discussion about BAM but far less research accomplished on how it happens out in reality. The Missional Entrepreneur takes an in-depth look at business as missions in action with an eye to expose the most effective principles and practices of this movement.



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