

# The Impact Entrepreneur Breakthrough

A Field Manual for the Regenerative Economy

By Laurie Lane-Zucker · 16 chapters · Paperback, eBook, audiobook (Ascent Audio)

Fifteen years after coining the term *impact entrepreneur*, Laurie Lane-Zucker offers a synthesis of where the field has come and where it must go. The book argues that the regenerative economy is a project of civilizational design — integrating enterprise architecture, capital flows, security infrastructure, and cultural foundations into a coherent whole. It is written for graduate students and practitioners working at the intersection of business, sustainability, finance, policy, and systems change, and it is built to teach.

## THE FIVE PILLARS OF REAL SECURITY

- **Ecological Stability** — climate, biodiversity, regeneration
- **Public Health Capacity** — pandemic readiness, care infrastructure
- **Economic Equity** — ownership, capital alignment, just transition
- **Democratic Infrastructure** — civic capacity, participation, trust
- **Community Cohesion** — culture, identity, social fabric

## SIGNATURE FRAMEWORKS

- Defense as a Service™** — reframing national security around prevention and resilience rather than reactive force.
- Prevention Dividend™ & Prevention Ratio™** — quantitative tools for evaluating policy and institutional investment in upstream resilience.

## TEACHING INFRASTRUCTURE FOR ADOPTING FACULTY

### Instructor's Supplement

Three course integration models; 3–5 discussion questions with facilitator notes for all sixteen chapters; individual, group, and capstone assignments; assessment rubrics; guest-lecture engagement.

### IE Platform Resource Hub

[impactentrepreneur.com/breakthrough](https://impactentrepreneur.com/breakthrough) — case study library, framework updates, Course Adoption Registry, and faculty community.

### Reader's Companion

Three-layer architectural map of the book; quick-reference framework summaries; contextual glossary keyed to chapters; reading-group and seminar discussion questions for student use.

### Author Engagement

Virtual class visits, guest lectures, and seminar dialogues for adopting instructors. A recorded keynote (Parsons/New School, May 2026) provides a 20-minute overview.

### MODEL 1

#### Full Semester (15 weeks)

MBA, sustainability, public policy, social innovation, environmental studies. Primary text.

### MODEL 2

#### Module (4–6 weeks)

Embedded within an existing course in entrepreneurship, finance, sustainability, or policy.

### MODEL 3

#### Executive Intensive (2–3 days)

Concentrated workshop for executives, investors, nonprofit leaders, and policy advisors.

## HOW TO ACCESS

### E-GALLEY (EDELWEISS)

[edelweiss.plus](https://www.edelweiss.plus) — search ISBN 9798890572318

### KEYNOTE (PARSONS/NEW SCHOOL, MAY 2026)

[youtube.com/watch?v=NwxBqx7dupU](https://www.youtube.com/watch?v=NwxBqx7dupU)

### BOOK PAGE

[impactentrepreneur.com/breakthrough](https://impactentrepreneur.com/breakthrough)

### DIRECT CONTACT

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"The most comprehensive and compelling vision I've ever seen for how business can regenerate—not just repair. I thought I understood the landscape, but Lane-Zucker reveals possibilities I hadn't even imagined."

JEFFREY HOLLENDER · Co-founder, Seventh Generation · Adjunct Professor, Stern School of Business, New York University

Laurie Lane-Zucker is Founder and CEO of Impact Entrepreneur PBC, a global multimedia publishing platform serving members in 200+ countries. He coined the term *impact entrepreneur* in 2011, cofounded the concept of place-based education, and led The Orion Society for twelve years. He founded one of the earliest Certified B Corps and publishes *Impact Entrepreneur Magazine*. He lives in Sheffield, Massachusetts.