Summary:Gates, co-founder and chairperson of Microsoft Corporation, advocates that in addition to seeking profits, corporations should also become social entrepreneurs in order to help solve social problems. He has called this creative capitalism. Gates argues the desire to help others who are less fortunate should be as powerful a motivator as increasing profits for businesses today.

**Review:** [https://www.gatesfoundation.org/media-center/speeches/2008/01/bill-gates-2008-world-economic-](https://www.gatesfoundation.org/media-center/speeches/2008/01/bill-gates-2008-world-economic-forum)