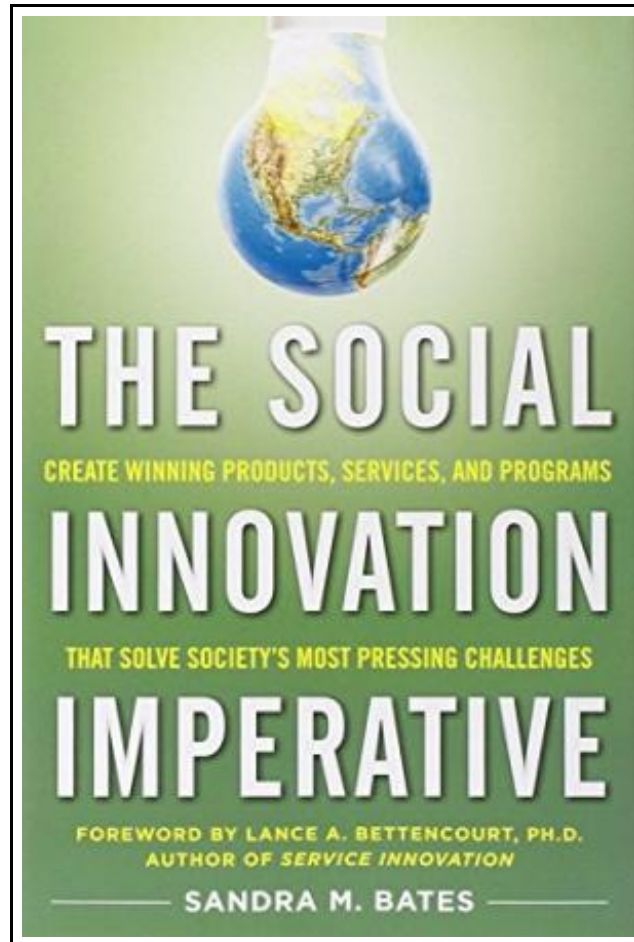


The Social Innovation Imperative: Create Winning Products, Services, and Programs That Solve Society's Most Pressing Challenges



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THE SOCIAL INNOVATION IMPERATIVE: CREATE WINNING PRODUCTS, SERVICES, AND PROGRAMS THAT SOLVE SOCIETYS MOST PRESSING CHALLENGES



McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.1in. x 6.1in. x 1.1in. This book is a must read for anyone who cares about the well-being of humanity in our modern world. Jake B. Schrum, President Southwestern University, Georgetown, TX The Social Innovation Imperative advances a best practice framework to solving the worlds most pressing social issues. This is a foundational guide to changing the world that will be referenced for years to come. Michael Reynolds, Vice President, Product Development and Management, Cigna Health Care Advancing the works of Clayton Christensen, Tony Ulwick, and others, Bates gives us a systematic approach for addressing critical human needs and the ecosystems in which they persist. This book is a blueprint to help us solve the right thingsthe right way. Joe Grieshop, President, Chief Innovation Executive, netTrekker, Founding Partner, Knovation Lab Bates lays out a comprehensive, needs-driven approach for creating a social innovation road map. The detailed templates she provides offer particular insight for large, complex challenges. Sarah Miller Caldicott, author of Innovate Like Edison and Inventing The Future, great-grandniece of Thomas Edison Bates shows how to create comprehensive innovation strategies using a six-step framework, and she gives the reader detailed how to instruction for each step. Ellen Domb, Ph. D. , President, PQR Group, Founder of The TRIZ Journal About the Book: In recent years, business leaders have been investing unprecedented amounts of time and money pursuing innovation to drive profits and growth. Although far from perfected, the innovation best practices they follow are by now well established. But when your expected ROI isnt measured in dollars but in social good, the game is played very differentlywhich is where The Social Innovation Imperative comes in. Sandra M. Bates has spent the last decade helping major corporations create new markets for technology, consumer...

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