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

By Sandra M. Bates

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 world's 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 thing the 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...



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