

The social innovation imperative : create winning products, services, and programs that solve society's most pressing challenges

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Abstrak

Summary:

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 isn't measured in dollars but in social good, the game is played very differently-which 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 goods, and services. Now, she turns her attention to the social sector. The Social Innovation Imperative begins by explaining why innovation in social sectors, such as health care, conservation, and education, is unique and then provides the framework and tools that create a best practice for driving innovative change that will impact our world. Bates organizes the process into action-oriented steps you can follow to meet your goals effectively and in the most efficient manner possible.