



## The Social Innovation Imperative: Create Winning Products, Services, and Programs that Solve Society's Most Pressing Challenges (Hardback)

By Sandra Bates

McGraw-Hill Education - Europe, United States, 2012. Hardback. Condition: New. Language: English. Brand new Book. "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' things-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' instruction for each step."-Ellen Domb, Ph.D.,...



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