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Changing Your Company from the Inside Out: A Guide for Social Intrapreneurs

By Gerald F. Davis, Christopher J. White

Harvard Business Press. Hardback. Book Condition: new. BRAND NEW, Changing Your Company from the Inside Out: A Guide for Social Intrapreneurs, Gerald F. Davis, Christopher J. White, MAKE YOUR COMPANY A FORCE FOR GOOD You're ambitious. You're not afraid to take risks. You want to bring about positive social change. And while your peers have left a trail of failed start-ups in their wake, you want to initiate change from within an established company, where you can have a more far-reaching, even global impact. Welcome to the club--you're a social intrapreneur. But even with your enviable skill set, your unwavering social conscience, and your determination to change the world, your path to success is filled with challenges. So how do you get started and maintain your momentum? Changing Your Company from the Inside Out provides the tools to empower you to jump-start initiatives that matter to you--and that should matter to your company. Drawing on lessons from social movements as well as on the work of successful intrapreneurs, Gerald Davis and Christopher White provide you with a guide for creating positive social change from within your own organization. You'll learn how to answer four key questions: * When is the...



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