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

By Sandra Bates


"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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Innovation can also help address pressing social and global challenges, including demographic shifts, disease threats, resource scarcity and climate change. Innovative economies are more productive, more resilient, more adaptable to change and better able to support higher living standards. Strengthening innovation is therefore a fundamental challenge for countries in their quest for greater prosperity and better lives. This new OECD report on The Innovation Imperative â€“ Contributing to Productivity, Growth and Well-Being provides a toolbox for governments that wish to strengthen innovation an