



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

By Sandra Bates

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The Social Innovation Imperative explores the challenges and differences of innovation in the social sector. Issues such as health care, education, poverty, disaster response, neglected elderly, environmental destruction, and so on have plagued this world for generations. Why? They are what are often termed “wicked problems” extremely complex issues that involve several different constituents, many of which have conflicting or competing objectives. Innovation programs that target hunger alleviation, disaster relief, education, health-care delivery, conserving our natural resources can all be addressed using the same proven techniques that have enabled corporations to launch wave after wave of innovative new gadgets, technologies and services. Moreover, maximization of internal innovation is also most crucial which requires R & D department (Chesbrough, 2006). R & D department requires more finance which is difficult for SMEs (Van de Varnde et al., 2009). ... The ICT revolution and accelerated pace of globalization created conditions for different kinds of innovation models [11]. closed innovation, with open innovation the ideas and solutions can move across the boundaries of a single organization, speeding up innovation processes [5,9]. Also, open innovation models allow more easy employment of flexible process where improvements can emerge from any source at any stage of an innovation process and no stage is locked earlier than absolutely necessary [5]. 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 “Contributing to Productivity, Growth and Well-Being provides a toolbox for governments that wish to strengthen innovation an

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1. Methods in behavioral research. 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 "Contributing to Productivity, Growth and Well-Being" provides a toolbox for governments that wish to strengthen innovation and Social innovation "innovative, practical, sustainable, market-based approaches that benefit society, with special focus on the vulnerable" offers an answer. Social innovation means being more strategic, more ambitious and more collaborative in how access and opportunity can be provided for billions of low-income people to participate in the global economy. A business leader has to think about how to solve the societal challenges of today, because if we don't solve them, we will not have a business. Design new products and services: BD Serve new geographies or customers: Allianz Expand sales and distribution: Novo Nordisk. Strengthen supply chains. Ensure stable supply and prices of raw materials: Jollibee Foods Corporation.