



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

• The societal challenge perspective focuses on innovations for society as a whole through the integration of the social, the economic and the environmental. Many of the integrated approaches seen in the ERDF's URBAN2 programmes as well as the URBACT3 programme fall into this societal challenge approach. This includes innovation in services and in service products, new or improved ways of designing and producing services, and Innovation in service firms, organisations, and industries – organisational innovations and the management of innovation processes, within service organisations. Social design is also used as a term to describe particular approaches to social innovation. This innovation seeks to solve social problems and improve the quality of life of society. The study on the subject in the manner in which it is recognized today is recent, yet research in the literature has prioritized making a cut on a specific aspect of social innovation rather than study it broadly. It was noted the power of social innovation as an alternative to solve the social problems, the topicality of the theme and the fragility of the area in Brazil. Furthermore, there is a demand of deepening the concepts of the processes, the methods and the techniques in order to enhance the development of basic and applied scientific research. Process innovations are new ways of producing goods and services. They may be technological or organizational. The Social Innovation Imperative: Create Winning Products, Services, and Programs that Solve Society's Most Pressing Challenges Hardcover – 16 Feb 2012. by Sandra Bates (Author). 5 out of 5 stars 7 reviews from Amazon.com. Sandra M. Bates has worked with more than 50 companies, spanning dozens of industries, and more than 100 innovation initiatives, helping executive teams launch award-winning products, services, and programs. She most recently founded The Innovation Partners, a group focused on generating social impact through innovation. The Social Innovation Imperative offers some of the best guidance I've seen on how to ask the right questions, develop new audiences and targets, analyze findings, and then create actionable insights that yield market value. If you are looking for a playbook that can guide your next social innovation initiative, this is it. This carefully researched and well written book provides wisdom for innovators everywhere. A must read for CEO's, politicians, teachers, healthcare providers and entrepreneurs. The Social Innovation Imperative explains why innovation is so important in the social sectors, such as education, healthcare and conservation.