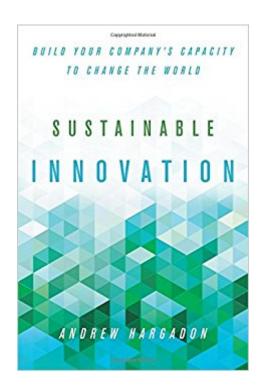
The book was found

Sustainable Innovation: Build Your Company's Capacity To Change The World (Innovation And Technology In The World E)





Synopsis

If we can carry in our pockets more computing power than the Apollo program needed to put a man on the moon, why can't we solve problems like climate change, famine, or poverty? The answer lies, in part, in the distinctive challenges of creating innovations that address today's pressing environmental and social problems. In this groundbreaking book, Andrew Hargadon shows why sustainable innovation & #151; the development of financially viable products that support a healthy environment and communities— is so difficult when compared to creating the next internet ventures or mobile apps that disregard these criteria. While other books treat innovation across sectors equally, Hargadon argues that most effective innovation strategies hinge on attention to the context in which they are pursued. Instead of relying on a stale set of "best practices," executives must craft their own strategies based on the particulars of their industries and markets. But, there are some rules of the road that foster a triple bottom line; this book provides a research-based framework that outlines the critical capabilities necessary to drive sustainable innovation: a long-term commitment, nexus work, science and policy expertise, recombinant innovation, and robust design. Sustainable Innovation draws on a wide range of historical and contemporary examples to show business readers and their companies how to stand on the shoulders of successful pioneers.

Book Information

Series: Innovation and Technology in the World E

Hardcover: 248 pages

Publisher: Stanford Business Books (June 24, 2015)

Language: English

ISBN-10: 080479250X

ISBN-13: 978-0804792509

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #273,213 in Books (See Top 100 in Books) #84 in Books > Business & Money > Processes & Infrastructure > Green Business #191 in Books > Business & Money > Processes & Infrastructure > Structural Adjustment #209 in Books > Business & Money > Processes & Infrastructure > Organizational Change

Download to continue reading...

Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) Re-engineering for Sustainable Industrial Production: Proceedings of the OE/IFIP/IEEE International Conference on Integrated and Sustainable ... in Information and Communication Technology) The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change) GRE Vocab Capacity: 2016 Edition -Over 1,200 Powerful Memory Tricks and Mnemonics Guide to the Evaluation of Functional Ability: How to Request, Interpret, and Apply Functional Capacity Evaluations (American Medical Association) Performance by Design: Computer Capacity Planning By Example The Language Animal: The Full Shape of the Human Linguistic Capacity Reputation Rules: Strategies for Building Your Company's Most Valuable Asset The Governance of Socio-Technical Systems: Explaining Change (EU-SPRI Forum on Science, Technology and Innovation Policy series) Paris, je t'aime.: The Sketching Lover's Companion (Sketching on Location) Midnight in Mexico: A Reporter's Journey Through a Country's Descent into Darkness Be the Change! Change the World. Change Yourself. Blockchain: The Comprehensive Guide to Mastering the Hidden Economy: (Blockchain Technology, Fintech, Financial Technology, Smart Contracts, Internet Technology) How to Start a Trucking Company: Your Step-by-Step Guide to Starting a Trucking Company How to Cut Your US Income Taxes: Change Your Facts to Change Your Tax Pasta (Company's Coming) (Company's Coming) Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance, 10th Edition Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance Seeing the Big Picture: Business Acumen to Build Your Credibility, Career, and Company Reengineering Cobol With Objects: Step by Step to Sustainable Legacy Systems (Object Technology Series)

Dmca