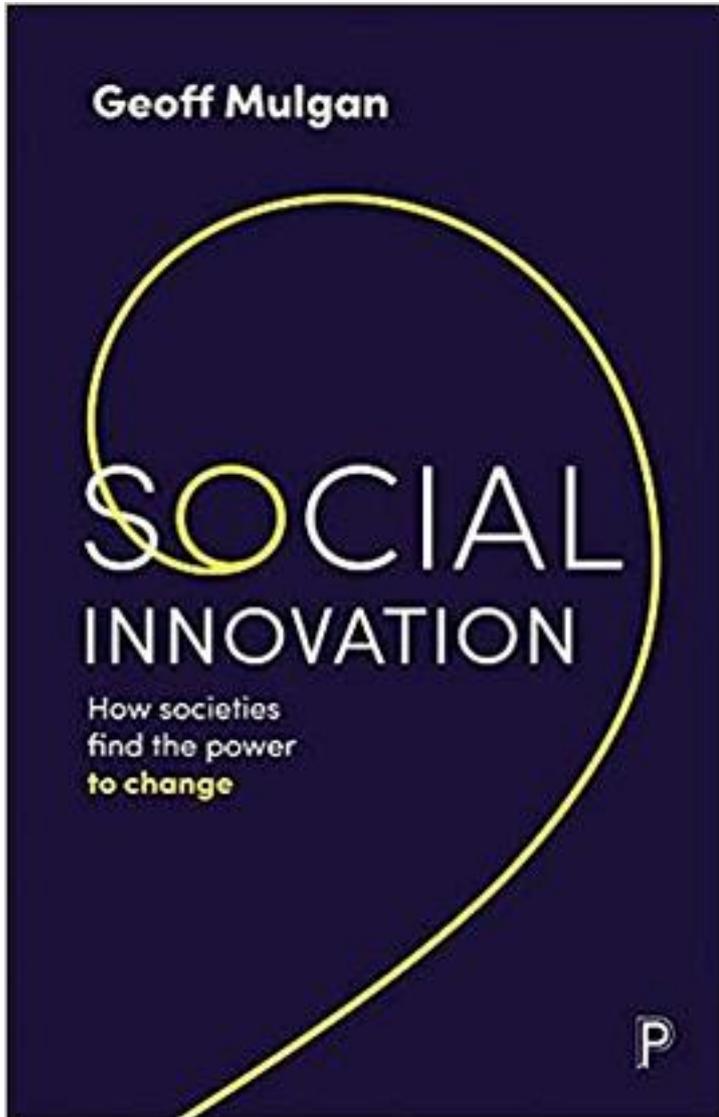


Social Innovation: How Societies Find the Power to Change



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出版者:Policy Press

出版时间:2019-11-26

装帧:

isbn:9781447353799

Building on his experience advising international governments, businesses and foundations, Geoff Mulgan, a pioneer in the global field of social innovation - the deliberate invention of new solutions to meet social needs - explains how it provides answers to today's global social, economic and sustainability issues. He argues for matching R&D in technology and science with a socially focused R&D and harnessing creative imagination on a larger scale than ever before.

He shows how social innovation is now coming of age, offering a comprehensive view of what can be done to solve the global social challenges we face.

作者介绍:

Geoff Mulgan is Chief Executive of Nesta, the UK's innovation foundation. Previously he has been Director of the government's Strategy Unit and Head of Policy in the Prime Minister's office, Chief Executive of The Young Foundation, Director of the think-tank Demos and Chief Adviser to Gordon Brown MP and a reporter on BBC TV and radio. He is a senior visiting scholar at Harvard University and advises governments around the world. He is the author of many books including Good and Bad Power (Penguin) and Big Mind (Princeton University Press).

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