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Autore	Hassan Zaid
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Nota di contenuto	COVER; CONTENTS; FOREWORD; PREFACE: Notes from a Practicing Heart; INTRODUCTION: What Are Social Laboratories?; What Does It Mean to Be Winning?; Playing in the World Cup; The Scale-Free Laboratory; A Cascade of Social Labs; 1 The Perfect Storm of Complexity; The Perfect Challenge; What Is a Complex Social Challenge?; The Futile Optimism of Optimization; Yemen as a Natural Experiment; Too Big to Fail, Too Big to Jail; 2 The Strategic Vacuum; Business as Usual; The Expert-Planning Paradigm; Flying Autopilot in the Perfect Storm; A Lack of Genuine Strategic Intent 3 The Sustainable Food Lab: From Farm to Fork The Race to the Bottom; The Multiple and Conflicting Logics of Food; What Is Sustainable?; Systemic Spread Betting; 4 The Bhavishya Lab: The Silent Emergency; The Bhavishya Alliance; The Moon Shot; Movement Requires Friction; Fail Early, Fail Often; Business as Usual and Its Radical Refusals; 5 The New Ecologies of Capital; The End of the Beginning; Emerging Forms of Capital and Preventing Collapse; The Dumbest Idea in the World; More Rainforests, Fewer Plantations; 6 The Rise of the Agilistas; The Practical Wisdom of Social Labs Starting with Current Realities Events Rupture Dispositions; The Right Stuff; 7 Steps Toward a Theory of Systemic Action; First Requirement: Constitute a Diverse Team; Second Requirement: Design an Iterative

Process; Third Requirement: Actively Create Systemic Spaces; 8 Starting a Social Lab: Seven How-Tos; Strategic versus Tactical Thinking; #1 Clarify Intention; #2 Broadcast an Invitation; #3 Work Your Networks; #4 Recruit Willing People; #5 Set Direction; #6 Design in Stacks; #7 Find Cadence; CONCLUSION: Next-Generation Social Labs; Averting the Zombie Apocalypse  
State Collapse: A Stabilization Strategy Climate Change: A Mitigation Strategy; Community Resilience: An Adaptation Strategy; The Battle of the Parts versus the Whole; ACKNOWLEDGMENTS; NOTES; BIBLIOGRAPHY; INDEX; ABOUT THE AUTHOR; ABOUT REOS

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## Sommario/riassunto

This is the first book on social laboratories, a new methodology for addressing complex societal challenges. The book includes case examples of how this new methodology has proven successful over the past decade in bringing people together in many nations to make breakthroughs in solving such problems as poverty, ethnic conflict, and environmental issues.

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