

1. Record Nr.	UNINA9910797162403321
Autore	Hargadon Andrew
Titolo	Sustainable innovation : build your company's capacity to change the world / / Andrew Hargadon
Pubbl/distr/stampa	Stanford, California : , : Stanford University Press, , 2015 ©2015
ISBN	0-8047-9502-9
Descrizione fisica	1 online resource (249 p.)
Collana	Innovation and Technology in the World Economy
Disciplina	658.4063
Soggetti	Industrial management - Environmental aspects Technological innovations - Environmental aspects Sustainability Social responsibility of business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	""Contents""; ""Acknowledgments""; ""Introduction""; ""1. Sustainable Innovation""; ""2. Betting on Change""; ""3. Challenges to Sustainable Innovation""; ""4. Nexus Work""; ""5. Managing Science and Policy""; ""6. Recombinant Innovation""; ""7. Designing Revolutions""; ""8. Business Model Innovation""; ""9. Beyond Capabilities""; ""Notes""; ""Index""
Sommario/riassunto	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—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.
