



Social Innovation, Inc.: 5 Strategies for Driving Business Growth through Social Change

Jason Saul

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Could Wal-Mart offer a better solution to healthcare than Medicaid? Could GE help reduce global warming faster than the Kyoto protocol?

Social Innovation, Inc. declares a new era where companies profit from social change. Leading corporations like GE, Wellpoint, Travelers and Wal-Mart are transforming social responsibility into *social innovation* and revolutionizing the way we think about the role of business in society. Based on four years of measuring the social strategies of America's leading corporations, Jason Saul lays out the five strategies for social innovation and offers a practical roadmap for how to get started.

- Explains the fundamental shift in the role of business in society, from social contract to social capital market
- Identifies the 5 social innovation strategies: submarket products and services, social points of entry, pipeline talent, reverse lobbying, and emotive customer bonding
- Offers step-by-step guidance for creating economic value through positive social change

Social Innovation, Inc. is about making social change work for the business, and in turn staying relevant in the new economy.

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