



Social Intrapreneurism and All That Jazz

David Grayson, Melody McClaren, Heiko Spitzeck

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A growing wave of “social intrapreneurs” are harnessing the power of large companies to create new business solutions to address societal problems. Distilling insights from interviews with social intrapreneurs and experts around the world, the authors bring to life how business can be about more than just maximizing profit.

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