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About the Author Rice University professor Marc J. Epstein is an expert in designing and implementing corporate strategies and developing their performance metrics.

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Marc J. Epstein Marc J. Epstein, MBA, PhD, is Distinguished Research Professor of Management at Jones Graduate School of Business at Rice University in Houston, Texas. Prior to joining Rice, Dr. Epstein was a professor at Stanford Business School, Harvard Business School, and INSEAD (European Institute of Business Administration).

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Marc J. Epstein is a distinguished research professor of management at Jones Graduate School of Business at Rice University. He has been a professor at Stanford Business School, Harvard Business School, and INSEAD. He has written or cowritten nearly twenty books and a hundred papers.

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"The best practices in corporate sustainability performance are no longer the exclusive domain of companies like Ben & Jerry's or The Body Shop, as they were a decade ago; now, large, multinational companies like G.E. and Wal-Mart are leading the way with significant financial and organizational commitments to social and environmental issues. However, good intentions aren't enough. Whether motivated by concern for society and the environment, government regulation, stakeholder pressures, or economic profit, managers and strategists need to continue making significant changes to more

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effectively manage their social, economic, and environmental impacts - and to remain competitive. The guidance they need to do that is in this book. Marc Epstein has produced the ultimate "how-to-do-it" guide for corporate leaders, strategists, academics, sustainability consultants, and anyone else with an interest in actually making sustainability work for organizations. With a growing number of corporate leaders asking for urgent help in "getting this done," the timing of the book could not be better."--Provided by publisher.

Identifying, measuring and improving social impact is a significant challenge for corporate and private foundations, charities, NGOs and corporations. How best to balance possible social and environmental benefits (and costs) against one another? How does one bring clarity to multiple possibilities and opportunities? Based on years of work and new field studies from around the globe, the authors have written a book for managers that is grounded in the best academic and managerial research. It is a practical guide that describes the steps needed for identifying, measuring and improving social impact. This approach is useful in maximizing the impact of different types of investments, including grants and donations, impact investments, and commercial investments. With numerous examples of actual organizational approaches, research into more than fifty organizations, and extensive practical guidance and best practices, *Measuring and Improving Social Impacts* fills a critical gap.

Profitable innovation doesn't just happen. It must be managed, measured, and properly executed, and few companies know how to accomplish this effectively. *Making Innovation Work* presents a formal innovation process proven to work at HP, Microsoft and Toyota, to help ordinary managers drive top and bottom line growth from innovation. The authors have drawn on their unsurpassed innovation consulting experience -- as well as the most thorough review of innovation research ever performed. They'll show what works, what doesn't, and how to use management tools to dramatically increase the payoff from innovation investments. Learn how to define the right strategy for effective innovation; how to structure an organization to innovate best; how to implement management systems to assess ongoing innovation; how to incentivize teams to deliver, and much more. This book offers the first authoritative guide to using metrics at every step of the innovation process -- from idea creation and selection through prototyping and commercialization. This updated edition refreshes the examples used throughout the book and features a new introduction that gives currency to the principles covered throughout.

Praise for *Joining a Nonprofit Board* "As an individual who has served on various nonprofit boards, and as the president and CEO of a large nonprofit organization, I can attest to how valuable this book is. Marc Epstein and Warren McFarlan offer insight into the expectations of nonprofit board members, which is extraordinarily beneficial to individuals considering their first nonprofit board and to seasoned professionals already serving on boards." —Gail McGovern, President and CEO, American Red Cross Excerpted from Foreword "This book is a roadmap for the business person who wants to serve on a nonprofit board, and unwittingly assumes that the approaches that worked so well in the for-profit world can be seamlessly extrapolated to the nonprofit board room." —Roseanna H. Means, M.D., founder and president, Women of Means "A must-read for all new and existing nonprofit board members. It is full of practical advice that will help improve the effectiveness of nonprofit board members and the organizations they serve." —Roger Servison, president emeritus, Boston Museum of Fine Arts, and vice chairman, Boston Symphony Orchestra "What a powerful tool now available for anyone involved with governance of America's nonprofit enterprises. The analysis is cogent and concise, amply supported by real-life examples." —George B. Beitzel, chairman emeritus, Amherst College, and chairman emeritus, Colonial Williamsburg Foundation "Joining a Nonprofit Board offers practical advice in complementing your business experience with the nuances of nonprofit governance, performance, and management in order to fully achieve the societal mission." —Jeffrey C. Thomson, president and CEO, Institute of Management Accountants "This book will guide you through the differences between for-profit and nonprofit organizations (and boards). It will help you navigate through all the nuances in which nonprofit organizations actually operate on a day-to-day basis." —Elaine Ullian, former president, Boston Medical Center "Joining a Nonprofit Board is a must-read. This book should be required reading and distributed at the opening board meeting." —Agnes C. Underwood, former head, Garrison Forest School and National Cathedral School; vice president/managing associate, Carney, Sandoe and Associates "A Board needs a unifying and visionary objective—'It must be World Class.' This book successfully shows how to create a World Class Board." —W. Richard Bingham, former chairman, California Academy of Sciences

To help managers and academics keep their eye on the ever-moving target of sustainability, award-winning author and academic Marc Epstein's provides an authoritative and comprehensive guide to implementing corporate sustainability initiatives and to measuring both their social and financial impacts.

"From the bestselling authors of *Making Innovation Work* (30,000 copies sold and translated into ten languages) comes a book that questions everything about how organizations innovate. Key takeaway: classical business management and corporate structures by their very nature will kill, not create, breakthroughs. The authors describe a new kind of organization--the startup corporation--that will make established companies as innovative as startups"--

Every four minutes, over 50 children under the age of five die. In the same four minutes, 2 mothers lose their lives in childbirth. Every year, malaria kills nearly 1.2 million people, despite the fact that it can be prevented with a mosquito net and treated for less than \$1.50. Sadly, this list goes on and on. Millions are dying from diseases that we can easily and inexpensively prevent, diagnose, and treat. Why? Because even though we know exactly what people need, we just can't get it to them. They are dying not because we can't solve a medical problem but because we can't solve a logistics problem. In this profoundly important book, Eric G. Bing and Marc J. Epstein lay out a solution: a new kind of bottom-up health care that is delivered at the source. We need microclinics, micropharmacies, and microentrepreneurs located in the remote, hard-to-reach communities they serve. By building a new model that "scales down" to train and incentivize all kinds of health-care providers in their own villages and towns, we can create an army of on-site professionals who can prevent tragedy at a fraction of the cost of top-down bureaucratic programs. Bing and Epstein have seen the model work, and they provide example after example of the extraordinary results it has achieved in Africa, Asia, and Latin America. This is a book about taking health care the last mile—sometimes literally—to prevent widespread, unnecessary, and easily avoided death and suffering. *Pharmacy on a Bicycle* shows how the same forces of innovation and entrepreneurship that work in first-world business cultures can be unleashed to save the lives of millions.

Definitive advice for African American business owners looking for better answers and new ideas.

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A collection of essays on the role of business in society. This book provides provocative analysis, cultural and historical context, and solutions from the public, private, and non-profit sectors toward more responsible, ethical, and accountable business. It features articles by the world's leading scholars, executives, and practitioners.

Now completely updated, Making Sustainability Work is the bible for applying real metrics and best practices to the often-nebulous realm of business sustainability. Mark Epstein and Adriana Rejc Buhovac provide concrete tools for measuring and increasing social and environmental impacts in a manner that businesses can understand and put to real use.

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