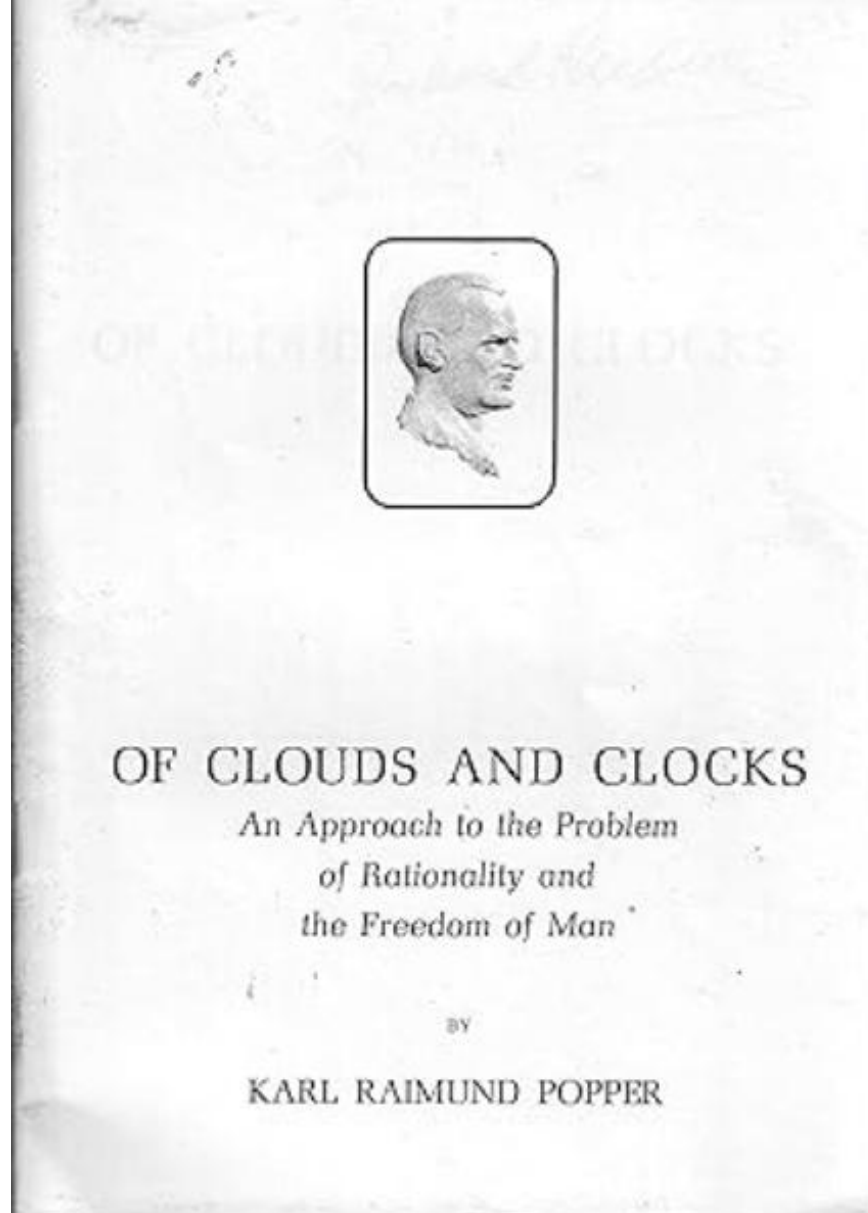


POLIMI GRADUATE SCHOOL OF MANAGEMENT

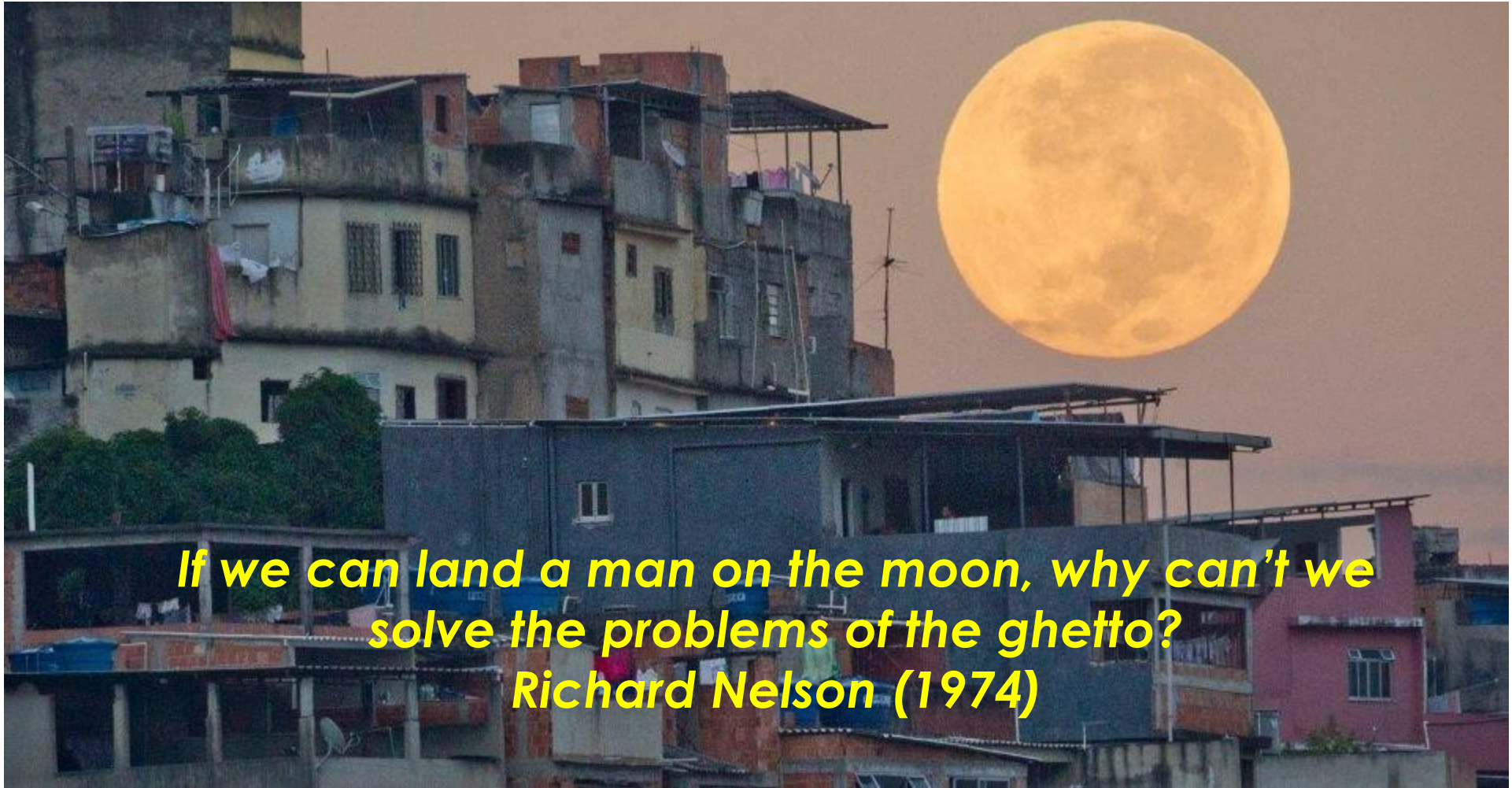
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THE PROMISE OF CONSCIOUS BUSINESS EDUCATION

THE CALL FOR SERIOUS SOLUTIONS: OF CLOUDS AND CLOCKS

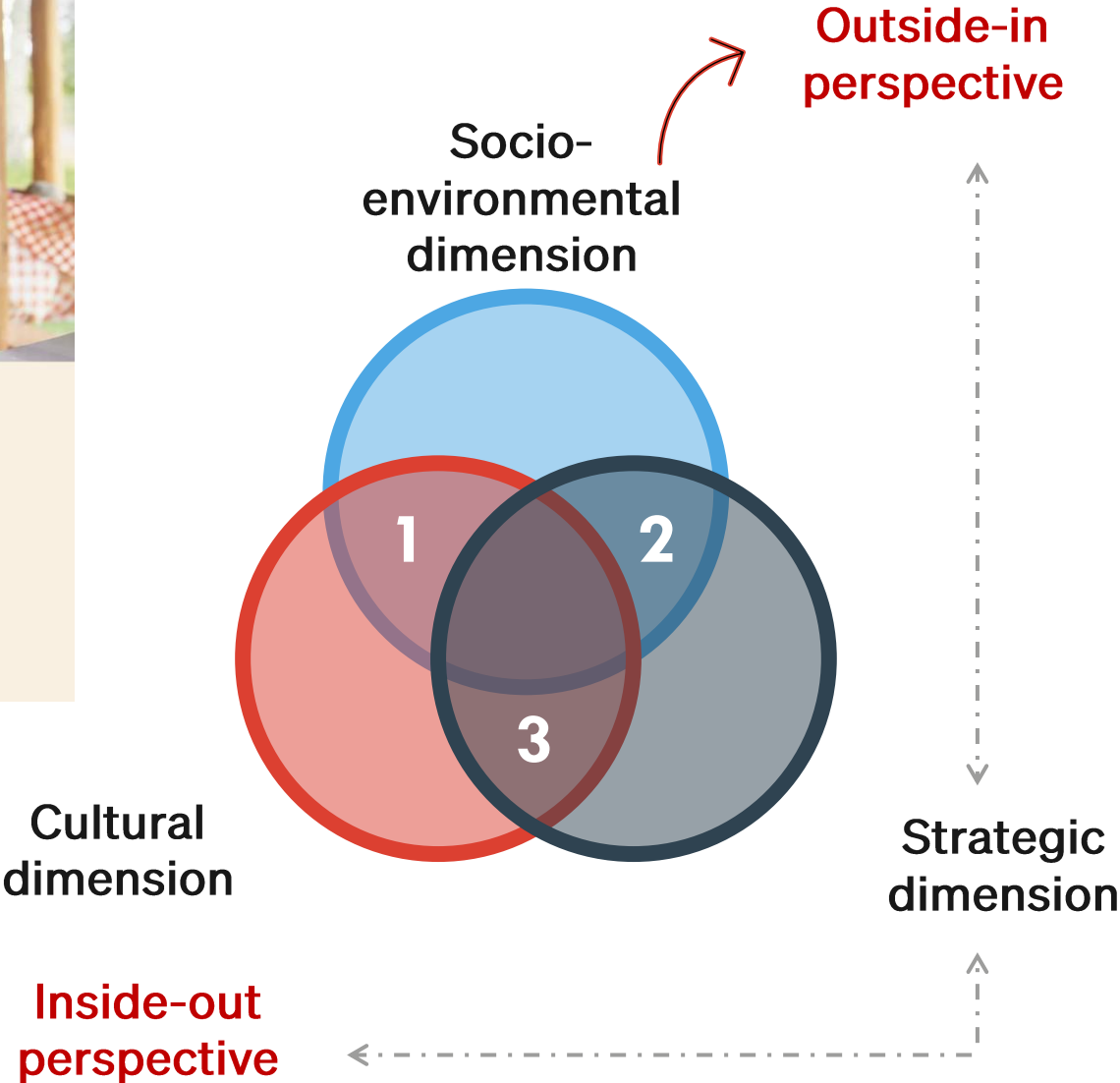
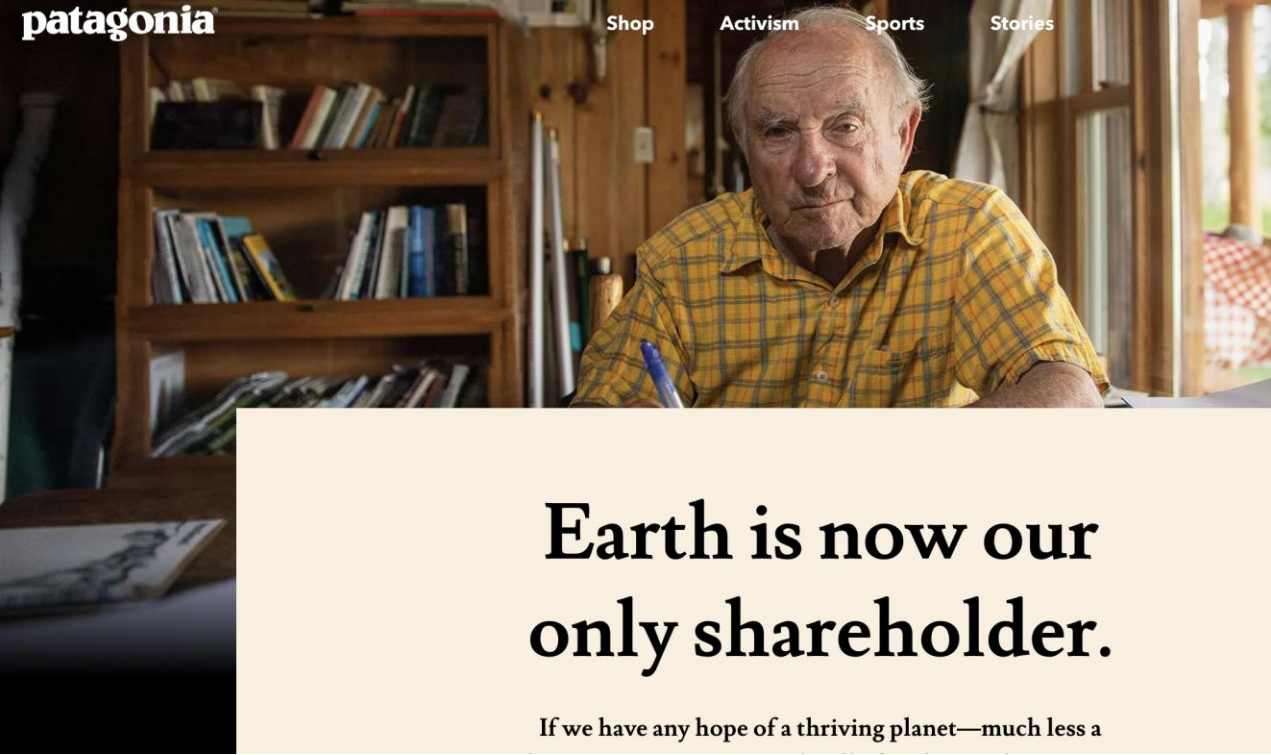


THE CALL FOR SERIOUS SOLUTIONS: OF CLOUDS AND CLOCKS

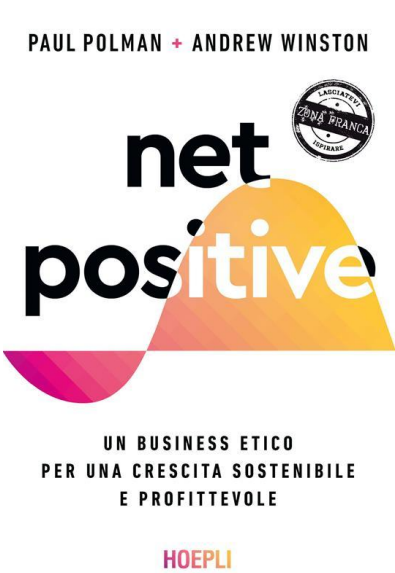
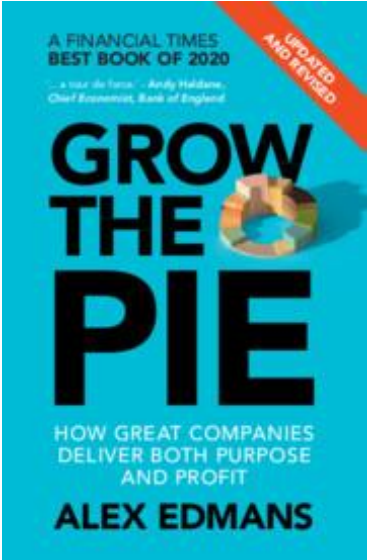
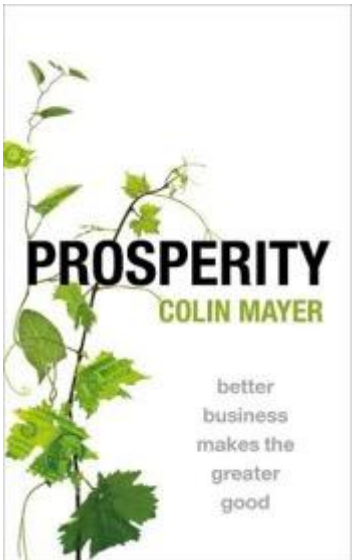
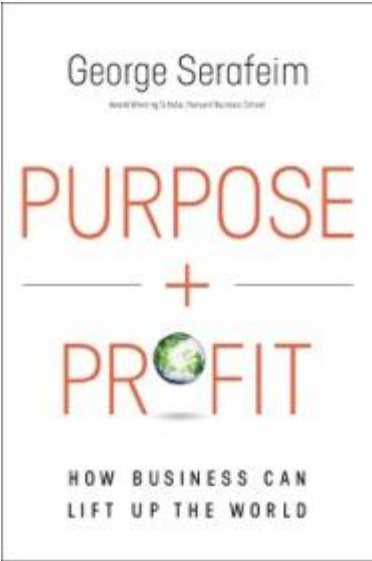
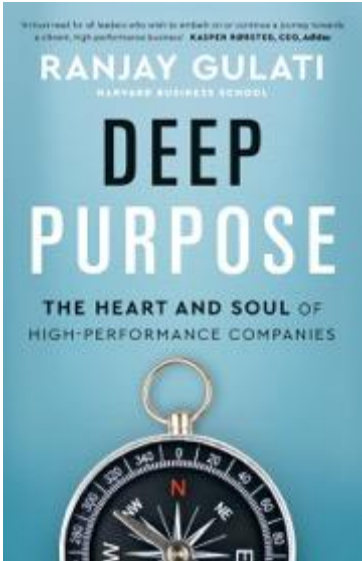
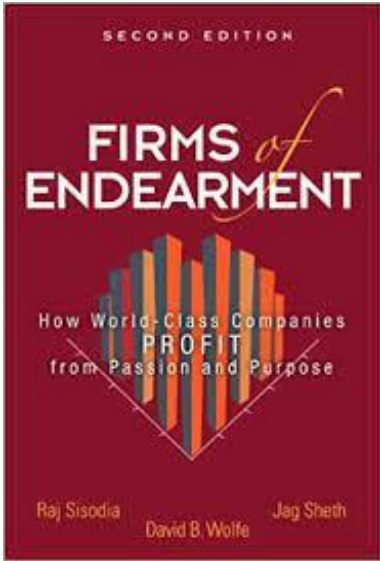


*If we can land a man on the moon, why can't we
solve the problems of the ghetto?
Richard Nelson (1974)*

THE RADICAL COMPANY AND A NEW APPROACH TO MANAGEMENT AND INNOVATION
PURPOSE AT THE CENTRE



DEEP PURPOSE



TAKING PURPOSE SERIOUSLY: EMBED, MANAGE AND MEASURE



Danone board ousts boss Faber after activist pressure

By Sarah White, Gwénaëlle Barzic

3 MIN READ



PARIS (Reuters) - Danone said on Monday that Emmanuel Faber would step down as chairman and CEO, ejected by the group's board after the Activia yoghurt maker faced growing calls from some shareholders to replace him.



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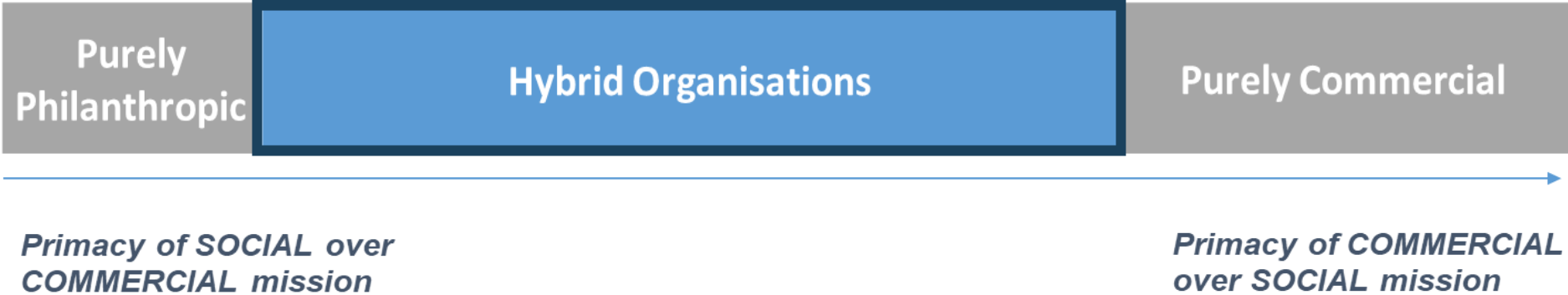
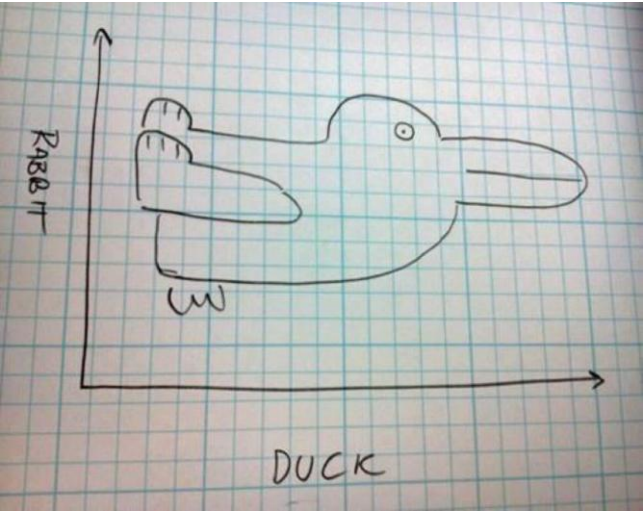
The Dual-Purpose Playbook

by Julie Battilana, Anne-Claire Pache, Metin Sengul, and Marissa Kimsey

From the March–April 2019 Issue



John W. Tomac



INNOVATION AND SUSTAINABILITY AS SYNONYMS

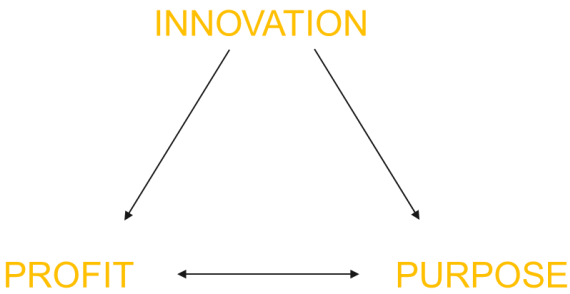
THE ELEPHANT IN THE ROOM



The old paradigm

PROFIT VS PURPOSE

A future paradigm



Innovation solving **additionality** issue in the profit purpose trade-off

ARTICLE

Wearable Devices: Extending Insurance Offerings to Diabetics

The spread of wearable technology has created a new opportunity for life insurers to offer more tailored and affordable policies to people with diabetes. Diabetics historically have been priced out of the life insurance market. Further, the expansion of data collected and shared by these devices allows the policyholder and insurer to collaborate in progressive ways that lead to better health.

INNOVATION FOR SENSE AND PURPOSE



The Floating Garden



The Floating Casino

NEW INNOVATION MODELS: THE END OF SUPERFUNCTIONALITY

DEKA **VS.** Jaipur Knee



NEW INNOVATION MODELS: FRUGAL INNOVATION GOES MAINSTREAM?



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