

For Immediate Release

What makes a social innovator?

Empathy - according to award-winning innovator **Ken Banks** - is the key to successful social innovation. "If any solution is to have a chance of success, there really are no short cuts. Gaining empathy takes time and effort".

Featuring a foreword from **Peter Gabriel** and **Bill Drayton**, [Social Entrepreneurship and Innovation](#) is an eclectic collection of innovative solutions to social problems through case studies from Africa, India, the United States and Europe. This book is a practical guide for social entrepreneurs that draws out the lessons learned by innovators including:

- **Laura Stachel, Co-founder of WE CARE Solar**
- **Sharon Terry, President and CEO of Genetic Alliance**
- **Brij Kothari, President of PlanetRead**

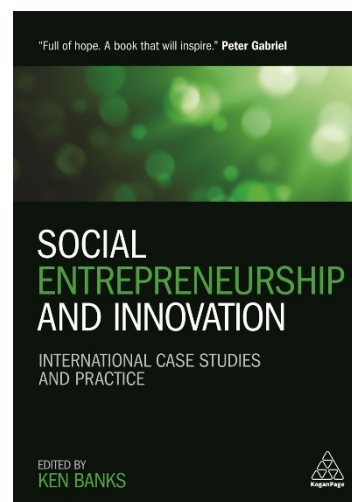
Joshua Schuler, Executive Director of the Lemelson-MIT Program, praises *Social Entrepreneurship and Innovation*, calling it "required reading for any student or anyone interested in technology-based invention to improve peoples' lives, and social innovation as a potential life path".

Further commendation from **Alex Moen, Vice President of Explorer Programs at National Geographic**, "this collection of stories of passion and impact will leave people hungering for more and will inspire more than a few readers to explore their passions and translate them into incremental stories of meaningful change".

About the author: [Ken Banks](#), founder of global non-profit organization [kiwanja.net](#), devotes himself to the application of mobile technology for positive social and environmental change in the developing world. He is a PopTech Fellow, a Tech Awards Laureate, an Ashoka Fellow and a National Geographic Emerging Explorer. He was elected a Fellow of the Royal Society of Arts in 2012, nominated for the prestigious TED Prize in 2013, and in 2015 was appointed Entrepreneur in Residence at CARE International.

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