



# Connecting to Change the World: Harnessing the Power of Networks for Social Impact

*Peter Plastrik, Madeleine Taylor, John Cleveland*

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Something new and important is afoot. Nonprofit and philanthropic organizations are under increasing pressure to do more and to do better to increase and improve productivity with fewer resources. Social entrepreneurs, community-minded leaders, nonprofit organizations, and philanthropists now recognize that to achieve greater impact they must adopt a network-centric approach to solving difficult problems. Building networks of like-minded organizations and people offers them a way to weave together and create strong alliances that get better leverage, performance, and results than any single organization is able to do.

While the advantages of such networks are clear, there are few resources that offer easily understandable, field-tested information on how to form and manage social-impact networks. Drawn from the authors' deep experience with more than thirty successful network projects, *Connecting to Change the World* provides the frameworks, practical advice, case studies, and expert knowledge needed to build better performing networks. Readers will gain greater confidence and ability to anticipate challenges and opportunities.

Easily understandable and full of actionable advice, *Connecting to Change the World* is an informative guide to creating collaborative solutions to tackle the most difficult challenges society faces.

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