



THE DYNAMICS OF TECHNOLOGY FOR SOCIAL CHANGE: Understanding the Factors that Influence Results: Lessons Learned from the Field

Jonathan Peizer

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If technology leads to such obvious efficiency and productivity in the private sector, why not deploy it just as easily to strengthen civil society and solve the world's social ills? Author Jonathan Peizer effectively answers this question in the innovative *The Dynamics of Technology for Social Change*. Peizer brings over twenty years of experience in implementing successful projects that have affected millions of lives globally. Working through all the important factors that affect successful implementations, Peizer points out what nonprofit organizations, foundations, social entrepreneurs, and governments can do to better ensure successful projects. *The Dynamics of Technology for Social Change* covers a diverse field of topics, including: Sector dependencies, collaboration dynamics, and information and communication technology (ICT) challenges Nonprofit capacity issues and promising approaches Balancing the profit and value motive Implementation strategies Marketing and promotion strategies *The Dynamics of Technology for Social Change* is a useful resource for anyone interested in implementing successful social sector projects with and without primary technology components. It easily explains the underlying dynamics that affect all undertakings in the social sector. "After e-commerce and e-government, Jonathan Peizer provides a thoughtful first-hand account of managing information technology for social change in the philanthropic sector that fills the gap between mere speculation and war stories with a serious attempt to think through the implications of the IT revolution for the 'third sector' that is both well-grounded and systematic and sure to be seminal." -Jon W. Anderson, Chair, Anthropology Department, Catholic University of America "What makes this book so valuable is Peizer's ability to distill his vast experience into a series of principles and practical gui

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