

Growing Business By Paul Hawken

A radically new understanding of and practical approach to climate change by noted environmentalist Paul Hawken, creator of the New York Times bestseller Drawdown

Regeneration offers a visionary new approach to climate change, one that weaves justice, climate, biodiversity, equity, and human dignity into a seamless tapestry of action, policy, and transformation that can end the climate crisis in one generation. It is the first book to describe and define the burgeoning regeneration movement spreading

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rapidly throughout the world. Regeneration describes how an inclusive movement can engage the majority of humanity to save the world from the threat of global warming, with climate solutions that directly serve our children, the poor, and the excluded. This means we must address current human needs, not future existential threats, real as they are, with initiatives that include but go well beyond solar, electric vehicles, and tree planting to include such solutions as the fifteen-minute city, bioregions, azolla fern, food localization, fire ecology, decommodification, forests as farms, and the

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number one solution for the world: electrifying everything. Paul Hawken and the nonprofit Regeneration Organization are launching a series of initiatives to accompany the book, including a streaming video series, curriculum, podcasts, teaching videos, and climate action software. Regeneration is the inspiring and necessary guide to inform the rapidly spreading climate movement.

A hugely practical and inspiring self-help guide, *Own Your Awkward* will help you handle those awkward conversations around mental health. Michelle Morgan blends research and

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personal experience to help you tackle those topics, whether in the workplace or with family and friends. Let's be honest - it can be really awkward talking about our mental health! Whether you're offering someone support or looking for ways to help yourself, these conversations can feel difficult, embarrassing and complex. In *Own Your Awkward* Michelle Morgan, Mental Health First Aid Ambassador, trainer and speaker explores why we feel awkward and shows us how to talk more openly about our mental health - and how we really can embrace our awkward. Through her own story of burnout, clinical depression and

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anxiety, combined with the lived experience of others, Michelle explains how you can transform those tricky moments into your power using four key cornerstones - confidence, capability, communication and compassion, to help reframe your story. You'll learn how to start those all-important conversations, with clear steps and practical advice. It's time to get comfortable with feeling uncomfortable, love your awkward and have better and braver conversations about mental health.

WALL STREET JOURNAL BESTSELLER 2022 NATIONAL
INDIE EXCELLENCE AWARDS FINALIST - BUSINESS:

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GENERAL • 2022 AXIOM BUSINESS BOOK AWARD GOLD MEDALIST – LEADERSHIP "Critically important reading as our economy struggles to recover the pandemic's deleterious economic impact that is currently compounded by supply chain issues and the beginnings of an inflationary spiral." –The Midwest Book Review "Provides concrete steps leaders and employees can take to thrive in today's marketplace, where taking a stand on something important to your customers can become a competitive differentiator." –Forbes Discover an urgent prescription for a new business paradigm—one that better serves humanity and the planet.

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The global coronavirus pandemic has thrown into stark relief how “business as usual” is no longer serving us. The economic, business, and environmental models of the past do not reflect our current realities. And for our economy—for us—to survive, we need nothing less than a seismic shift in the way we do business. Enter Simon Mainwaring, New York Times–bestselling author and founder and CEO of We First. A decade ago, he showed how business leaders and consumers could use social media to build a better world in We First. Now, after decades of research and field experience at the vanguard of the

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world's most successful brand revolutions, he provides in *Lead With We* a blueprint for doing business better in today's challenged world. By leading with "we"—putting the collective above the individual, holding the sum above the parts, and emphasizing the importance of the role that everyone plays—you can not only help solve the escalating challenges of today but also unlock extraordinary growth for your business, and abundance on our planet. Timely and compelling, this book's message is simple: The future of profit is people's purpose, aligned. *Lead With We* not only

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examines why we must all conduct business differently in order to grow in today's market, but provides the how-concrete steps any reader, wherever they find themselves in the business hierarchy, can take toward success.

Smith contends that there is no possible solution to our global ecological crisis within the framework of any conceivable capitalism. The only alternative to market-driven planetary collapse is to transition to a largely planned, mostly publicly-owned economy based on production for need, on democratic governance and rough socio-

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economic equality, and on contraction and convergence between the global North and South. "Smith brings an impressive command of economics and an engaging conversational style of writing. He explains and illustrates with devastating clarity the key mechanisms of capitalism that force it to grow unendingly ... In the final two chapters, Smith outlines ecological constraints necessary for any post-capitalist economy and describes ecosocialist alternatives to capitalism. The necessary changes are staggering... To that end he outlines a number of attractive and attainable features

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of an ecosocialist society." David Klein,
Director of the climate Science Program at
California State University and author of
"Capitalism and Climate Change"

How to Have Better and Braver Conversations
About Your Mental Health

Leaving Microsoft to Change the World
Strategy for Sustainability

Growing Influence

Ending the Climate Crisis in One Generation
A Business Manifesto

The Ecology of Commerce Revised Edition

**The New York Times bestselling examination of the worldwide
movement for social and environmental change Paul Hawken has**

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spent more than a decade researching organizations dedicated to restoring the environment and fostering social justice. From billion-dollar nonprofits to single-person dot.causes, these groups collectively comprise the largest movement on earth, a movement that has no name, leader, or location and that has gone largely ignored by politicians and the media. *Blessed Unrest* explores the diversity of the movement, its brilliant ideas, innovative strategies, and centuries of hidden history. A culmination of Hawken's many years of leadership in the environmental and social justice fields, it will inspire all who despair of the world's fate, and its conclusions will surprise even those within the movement itself.

In this timely book, authors Matthew and Terces Engelhart present the idea that love before appearances is the antidote to our spiritual, environmental, and social degradation. Exploring topics such as

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mission statements, manager as coach, human resources as a sacred culture, and inspirational meetings, they offer a manual for building a spiritual community at the workplace—a vital concept in an age when work consumes the bulk of most adults' time. Business, the authors explain, is all about providing a service, product, or experience the market wants, and no business can succeed by failing to understand this point. However, integrating the concept of “Sacred Commerce” into business can provide both financial success and spiritual satisfaction. Stressing that every business is an opportunity to make a lasting impact on the lives of both clients and employees, the Engelharts share the tools they've learned in their own enterprises to fulfill this vision. Sacred Commerce is the ideal mix of the personal and the practical—a guidebook written by people who have felt success, not just spent it. Dissatisfaction with

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work is at record levels, and the Engelharts show that you don't have to suffer personally—or give up your humanity—to pay the mortgage. From the Trade Paperback edition.

It's not often that someone stumbles into entrepreneurship and ends up reviving a community and starting a national economic-reform movement. But that's what happened when, in 1983, Judy Wicks founded the White Dog Café on the first floor of her house on a row of Victorian brownstones in West Philadelphia. After helping to save her block from demolition, Judy grew what began as a tiny muffin shop into a 200-seat restaurant—one of the first to feature local, organic, and humane food. The restaurant blossomed into a regional hub for community, and a national powerhouse for modeling socially responsible business. *Good Morning, Beautiful Business* is a memoir about the evolution of an entrepreneur who

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would not only change her neighborhood, but would also change her world-helping communities far and wide create local living economies that value people and place as much as commerce and that make communities not just interesting and diverse and prosperous, but also resilient. Wicks recounts a girlhood coming of age in the sixties, a stint working in an Alaska Eskimo village in the seventies, her experience cofounding the first Free People store, her accidental entry into the world of restaurantering, the emergence of the celebrated White Dog Caf é , and her eventual role as an international leader and speaker in the local-living-economies movement. Her memoir traces the roots of her career - exploring what it takes to marry social change and commerce, and do business differently. Passionate, fun, and inspirational, Good Morning, Beautiful Business explores the way women, and men, can follow

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both mind and heart, do what's right, and do well by doing good. Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard

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evidence that you ' re on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You ' ll learn, for example, how to:

- Find and use offline ads and other channels your competitors probably aren ' t using
- Get targeted media coverage that will help you reach more customers
- Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates
- Improve your search engine rankings and advertising through online tools and research

Weinberg and Mares know that there ' s no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen

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traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

Organizational Physics - The Science of Growing a Business

The 100 Best Business Books of All Time

How to Stop the Corporation from Stifling People and Strangling Profits

Because People Matter

RESTART Sustainable Business Model Innovation

Mid-Course Correction Revisited

2040: A Handbook for the Regeneration

Offers a framework for the spectrum of ways

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in which a business can contribute to its community - and the benefits a company receives when it does so.

Revised edition, includes new foreword by Paul Hawken and and several new chapters by John A. Lanier.

Homeowners are looking for actionable ways to help conserve the environment, and this hopeful, heartfelt guide offers them specific guidance on how to do so in their own home gardens.

For almost twenty years, the 'Free Market' has been a central feature of public debate in the West, Eastern Europe and elsewhere. In

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the name of the Market and its supposed benefits, governments and international agencies have imposed massive changes on peoples' lives. Curiously, scholars have paid little attention to the ways that the idea of the Market is invoked, to what it might mean and how it is being used. This book helps correct that state of affairs. Focusing on the United States, where the Market model is strongest, authors analyze portrayals of the Market, its values and the people within it, as a way of teasing out its assumptions and contradictions. They also describe extensions and practical applications of the Market

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model in policy-making in the United States and in explaining how firms work, show its political strengths and conceptual limitations. In bringing rigor and sustained critical analysis to a topic of growing global significance, this truly interdisciplinary study represents a coherent and incisive contribution to anthropology, sociology, politics, history and economics, as it challenges these disciplines to come to grips with one of the most potent cultural symbols of postmodernity.

What They Say, Why They Matter, and How They Can Help You

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How Any Startup Can Achieve Explosive
Customer Growth

Building an Economy for Everyone

Own Your Awkward

Giants of Enterprise

How the Largest Social Movement in History Is

Restoring Grace, Justice, and Beauty to the
World

Greed to Green

There are hidden laws at work in every aspect of your business. Understand them, and you can create extraordinary growth. Ignore them, and you run the risk of becoming another statistic. It's become almost

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cliche: 8 out of every 10 new ventures fail. Of the ones that succeed, how many truly thrive-for the long run? And of those that thrive, how many continually overcome their growth hurdles ... and ultimately scale, with meaning, purpose, and profitability? The answer, sadly, is not many. Author Lex Sisney is on a mission to change that picture. After more than a decade spent leading and coaching high-growth technology companies, Lex discovered that the companies that thrive do so in accordance with 6 Laws - universal principles that govern the success or failure of every individual, team, and organization.

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There are no more reespected voices in the environmental movement than these authors, true counselors on the direction of twenty-first-century business. With hundreds of thousands of books sold worldwide, they have set the agenda for rational, ecologically sound industrial development. In this inspiring book they define a superior & sustainable form of capitalism based on a system that radically raises the productivity of nature's dwindling resources. Natural Capitalism shows how cutting-edge businesses are increasing their earnings, boosting growth, reducing costs, enhancing

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competitiveness, & restoring the earth by harnessing a new design mentality. The authors offer dozens of examples of businesses that are making fourfold or even tenfold gains in efficiency, from self-heating & self-cooling buildings to 200-miles-per-gallon cars, while ensuring that workers aren't downsized out of their jobs. This practical blueprint shows how making resources more productive will create the next industrial revolution

Seven business innovators and the empires they built. The pre-eminent business historian of our time, Richard S. Tedlow, examines seven great CEOs

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who successfully managed cutting-edge technology and formed enduring corporate empires. With the depth and clarity of a master, Tedlow illuminates the minds, lives and strategies behind the legendary successes of our times: . George Eastman and his invention of the Kodak camera; . Thomas Watson of IBM; . Henry Ford and his automobile; . Charles Revson and his use of television advertising to drive massive sales for Revlon; . Robert N. Noyce, co-inventor of the integrated circuit and founder of Intel; . Andrew Carnegie and his steel empire; . Sam Walton and his unprecedented retail machine, Wal-

Mart.

Thousands of business books are published every year— Here are the best of the best After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category. Now they have chosen and reviewed the one hundred best business titles of all time—the ones that deliver the biggest payoff for today's busy readers. The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend

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The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are surprising—you'll find reviews of Moneyball and Orbiting the Giant Hairball, but not Jack Welch's memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside The 100 Best. And sprinkled throughout are sidebars taking the reader beyond business books, suggesting movies, novels, and even children's books that offer equally relevant insights. This guide will appeal to anyone, from entry-level to CEO, who wants to cut through the clutter and discover the

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brilliant books that are truly worth their investment of time and money.

How to Build Business Partnerships That Strengthen Your Community

Getting to Scale

Control Your Destiny Or Someone Else Will

Seven Business Innovators and the Empires They Built

Meanings of the Market

Business Lessons from a Radical Industrialist

Grow Now

Leadership is about influence Emily is a career-driven

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thirtysomething with big ambitions and a young family. She is making an impact as a leader at a tech company, but after being passed up for multiple promotions, she finds herself at a loss for how to improve. Fate answers her in the form of a kind—and surprisingly direct—older man in a coffee shop. A well-respected CEO before he retired, David has deep and rich leadership knowledge. Emily needs direction, and David is the perfect mentor. Growing Influence offers readers both practical advice on how to develop leadership skills and a relatable account of one woman's growth by applying the principles in the book. Unlike nonfiction business books or business memoirs, this story is a business fable that is both

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impactful and transformative.

In any given business, success is measured by the flow of money, not the interest of the people involved. Author Kamp tells why there are better alternatives, as the world economy is not only based on money, but on human choices as well.

ÒFacinating... There is at least as much to be learned here as from reading Peter Drucker John Kenneth Galbraith or Michael Porter.Ó ðBoston Globe
Acknowledged as the outstanding business leader of the late twentieth century, Jack Welch made General Electric one of the worldÕs most competitive companies. This dynamic CEO defined the standard for organizational

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change, creating more than \$400 billion in shareholder value by transforming a bureaucratic behemoth into a nimble, scrappy winner in the global marketplace. Here, Tichy and Sherman extract the enduring leadership lessons from the revolution Welch wrought at GE. Of these, the most essential is the limitless power of learning. Leadership has its mysteries, but it is a skill that anyone can acquire and enhance. Above all, great leaders select great people and lure them into an endless process of learning and adaptation.

Although it was first published more than thirty-five years ago, *Up the Organization* continues to top the lists of best business books by groups as diverse as the

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American Management Association, Strategy + Business (Booz Allen Hamilton), and The Wharton Center for Leadership and Change Management. 1-800-CEO-READ ranks Townsend's bestseller first among eighty books that "every manager must read." This commemorative edition offers a new generation the benefit of Robert Townsend's timeless wisdom as well as reflections on his work and life by those who knew and worked with him. This groundbreaking book continues to remind us not to get mired in all those sacred organizational routines that stifle people and strangle both profits and profitability. He shows a way to humanize business and a way to have fun while making

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it all work better than it ever worked before.

The Transformation of an Industry and a Life

The Next Economy

The Revolutionary Book that Will Change the Way You
Do Business

Lead with We

Blessed Unrest

Growing Local Value

Traction

*In 1994, Interface founder and chairman
Ray Anderson set an audacious goal for
his commercial carpet company: to take*

nothing from the earth that can't be replaced by the earth. Now, Anderson leads the way forward and challenges all of industry to share that goal. The Interface story is a compelling one: in 1994, making carpets was a toxic, petroleum-based process, releasing immense amounts of air and water pollution and creating tons of waste. Fifteen years after Anderson's call for change, Interface has: -cut greenhouse gas emissions by 82%-cut fossil fuel

consumption by 60%—cut waste by 66%—cut water use by 75%—invented and patented new machines, materials, and manufacturing processes—increased sales by 66%, doubled earnings, and raised profit margins With practical ideas and measurable outcomes that every business can use, Anderson shows that profit and sustainability are not mutually exclusive; businesses can improve their bottom lines and do right by the earth. Ray Anderson is featured in the film,

So Right, So Smart, which takes a behind-the-scenes look at how his leadership transformed Interface into a company with a sustainable business practices that made it more profitable than it was before.

• *New York Times* bestseller • *The 100 most substantive solutions to reverse global warming, based on meticulous research by leading scientists and policymakers around the world* “At this point in time, the *Drawdown* book is

exactly what is needed; a credible, conservative solution-by-solution narrative that we can do it. Reading it is an effective inoculation against the widespread perception of doom that humanity cannot and will not solve the climate crisis. Reported by-effects include increased determination and a sense of grounded hope.” –Per Espen Stoknes, Author, What We Think About When We Try Not To Think About Global Warming “There’s been no real way for

ordinary people to get an understanding of what they can do and what impact it can have. There remains no single, comprehensive, reliable compendium of carbon-reduction solutions across sectors. At least until now. . . . The public is hungry for this kind of practical wisdom.” –David Roberts, Vox

“This is the ideal environmental sciences textbook—only it is too interesting and inspiring to be called a textbook.” –Peter Kareiva, Director

of the Institute of the Environment and Sustainability, UCLA In the face of widespread fear and apathy, an international coalition of researchers, professionals, and scientists have come together to offer a set of realistic and bold solutions to climate change. One hundred techniques and practices are described here—some are well known; some you may have never heard of. They range from clean energy to educating girls in lower-income countries to land

use practices that pull carbon out of the air. The solutions exist, are economically viable, and communities throughout the world are currently enacting them with skill and determination. If deployed collectively on a global scale over the next thirty years, they represent a credible path forward, not just to slow the earth's warming but to reach drawdown, that point in time when greenhouse gases in the atmosphere peak and begin to

decline. These measures promise cascading benefits to human health, security, prosperity, and well-being—giving us every reason to see this planetary crisis as an opportunity to create a just and livable world. Taking the business model as point of departure, this open access book explores how companies and organizations can contribute to a more sustainable future by designing innovative models that are both

sustainable and profitable. Based upon years of research, it draws together theoretical foundations and existing literature on the topic of sustainable business alongside case studies and practical solutions. After examining the theoretical foundations of sustainable business model innovation, the authors present their own framework - RESTART. Consisting of seven factors, this framework can be the basis for restarting any business model. The

final section outlines a research agenda for sustainable business informed by the perspectives and frameworks put forward in this book. Provides a visionary blueprint for a marketplace where businesses and environmentalists work together, showing companies how to redesign and manufacture products in innovative ways, reeducate customers, and work closely with government toward a profitable, productive, and

*ecologically sound future. Reprint.
Growing Your Business Without Selling
Out*

The Innovator's Dilemma

Up the Organization

The Magic of Findhorn

Good Morning, Beautiful Business

*Wealth, Ecology and the Evolutionary
Corporation*

Natural Capitalism

Growing a Business Simon and Schuster

Discusses the prerequisites to starting a

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business and shares his own start-up strategies

'The future can't be predicted but it can be envisioned and brought lovingly into being.' Donella Meadows Like most of us, Damon Gameau has spent most of his adult years overwhelmed into inaction by the problem of climate change and its devastating effects on the planet. But when Damon became a father, he knew he couldn't continue to look away. So he decided to do what he does best, and tell a story. And the story became an imagining

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of what the world could look like in 2040, if we all decided to start doing things differently, right now. The result is the era-defining documentary 2040 - a meticulously researched plea for the adoption of community-building, energy-generating, connection-forging, forest-renewing, ocean-replenishing measures that science tells us will reset our planet's health, drive our economies and improve lives across the globe. 2040: A Handbook for the Regeneration shows us how we can stitch this magnificent vision into

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everyday life by engaging in activities such as cooking, shopping, gardening, sharing, working and teaching our kids. It shows us that climate change is a practical problem that can be tackled by each of us, one small step at a time, and that we can make a genuine difference - if we know what to do. Brimming with practical wisdom and even 50 delicious recipes, *2040: A Handbook for the* Regeneration empowers you to become the change you want to see in the world. This is a specially formatted fixed-layout

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ebook that retains the look and feel of the print book. PRAISE FOR THE 2040 DOCUMENTARY '2040 is the Australian documentary everyone's going to be talking about' Mamamia 'even better than That Sugar Film!' Tom Tilley of Triple J's Hack 'In 2040, Gameau defaults to the position of inspiring people rather than alarming or overwhelming them. You leave the film wanting more, not less, of these sorts of productions.' Guardian 'a real glimpse of a greener future' Sydney Morning Herald The world has changed in the seventeen

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years since the controversial initial publication of Paul Hawken's *Ecology of Commerce*, a stirring treatise about the perceived antagonism between ecology and business. Yet Hawken's impassioned argument—that business both causes the most egregious abuses of the environment and, crucially, holds the most potential for solving our sustainability problems—is more relevant and resonant than ever. Containing updated and revised material for a new audience, *The Ecology of Commerce* presents a compelling vision of

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the restorative (rather than destructive) economy we must create, centered on eight imperatives: Reduce energy carbon emissions 80 percent by 2030 and total natural resource usage 80 percent by 2050. Provide secure, stable, and meaningful employment to people everywhere. Be self-organizing rather than regulated or morally mandated. Honor market principles. Restore habitats, ecosystems, and societies to their optimum. Rely on current income. Be fun and engaging, and strive for an aesthetic outcome.

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Green Capitalism. the God That Failed
Toward a Voluntary History
Tomorrow's Economy
How Jack Welch Created \$400 Billion of
Value by Transforming GE
A Guide to Creating Healthy Green Growth
A Story of How to Lead with Character,
Expertise, and Impact

Ben & Jerry's. Stonyfield Farm. The Body Shop. Tom's of Maine. All leaders in the socially responsible business movement—and all eventually sold to mega-corporations.

Do values-driven businesses have to choose between staying small, selling off, or selling out? Jill Bamburg says no. Based on intensive interviews with more than thirty growth-oriented, mission-driven entrepreneurs—including American Apparel, Give Something Back, Wild Planet Toys, Organic Valley Family of Farms, and Village Real Estate—her book explodes the myths of scale from both ends of the spectrum. She debunks both the limiting “small is beautiful” approach as well as the “you have to sell out to grow”

mandate. Focusing on the unique challenges that socially conscious companies face, Getting to Scale addresses the issues that affect all businesses: Production and personnel Access to capital and markets Changes in organizational structure Ownership and control Corporate culture Filled with practical and tested advice, Getting to Scale provides a blueprint for socially responsible entrepreneurs in any industry who want to benefit larger groups of customers, have a greater positive impact on their communities, and maintain

their independence by scaling up their enterprises.

Leave your quaint notions of corporate social responsibility and environmentalism behind. Werbach is starting a whole new dialogue around sustainability of enterprise and life as we know it in organisations and individuals.

"America's greenest CEO" and the hero from the award-winning documentary "The Corporation" makes the urgent, compelling case that sustainable business pays. His story is now legend. In 1994, after

reading The Ecology of Commerce by Paul Hawken, Ray Anderson felt a "spear in the chest" the founder of Interface, Inc., a billion-dollar carpeting manufacturer, realized that his company was plundering the environment and he needed to steer it on a new course. Since then, Interface has cut its greenhouse gas emissions by 82%, and the goal is to reach zero environmental footprint by 2020.

Thoughtful and winning, Confessions of a Radical Industrialist shows how Anderson revolutionized his company, in the process

*bringing costs down, improving quality, making it one of "Fortune"'s "100 Best Companies to Work For" -- and driving up profits. "*The publisher has aimed for sustainability in all aspects of this book's production, from the inks and glues to the trim size. The interior paper is 100% post-consumer recycled, certified by the Forest Stewardship Council, and ancient-forest friendly. Instead of a jacket, the cover boards are wrapped in 100% recycled paper stock coated in a biodegradable varnish - and these are just*

two examples among many." "From the Hardcover edition."

Arguing that the current economy represents a move from a "mass" to a new "informative" economic system, the author explains how individuals can cope with, and benefit from the transition

The Most Comprehensive Plan Ever Proposed to Reverse Global Warming

Business as a Path of Awakening

Sacred Commerce

Regeneration

Seven Tomorrows

The Ecology of Commerce
Growing a Business

A thought-provoking analysis of the new business paradigm shows how firms that do "everything right" can nevertheless fail because of new technologies and disruptions in the market structure. Reprint.

The U.S. and World Green Building Councils have transformed the world more than any other environmental organizations according to author Paul Hawken. In this inspirational and personal memoir, David Gottfried tells the story of his creation of

these pioneering industry coalitions, as he transformed himself from a greedy real estate developer during the s to his role as a founder of the global green building movement.

How we can achieve healthy growth--more regenerative than destructive, restoring equity rather than exacerbating inequalities. In Tomorrow's Economy, Per Espen Stoknes reframes the hot-button issue of economic growth. Going beyond the usual dialectic of pro-growth versus anti-growth, Stoknes calls for healthy growth. Healthy economic

growth is more regenerative than destructive, repairs problems rather than greenwashing them, and restores equity rather than exacerbating global inequalities. Stoknes--a psychologist, economist, climate strategy researcher, and green-tech entrepreneur--argues that we have the tools to achieve healthy growth, but our success depends on transformations in government practices and individual behavior. Stoknes provides a compass to guide us toward the mindset, mechanisms, and possibilities of healthy growth.

The Natural Step for Business examines how four very successful "evolutionary" corporations in Sweden and the United States - including IKEA and Scandic Hotels in Sweden, and Collins Pine and Interface in the U.S. - are positioning themselves for long-term competitiveness using The Natural Step as a central part of their corporate strategy. Natrass and Altomare puncture the myth that a company must choose between profitability and care for the natural environment, and present a timely and practical application of this exciting

model for global sustainability.

**How We Can Save Our Health, Communities,
and Planet—One Garden at a Time**

**The Story and Legacy of a Radical
Industrialist and his Quest for Authentic
Change**

The Natural Step for Business

A Declaration of Sustainability

Drawdown

**How a CEO Doubled Earnings , Inspired
Employees and Created Innovation from One
Simple Idea**

The Free Market in Western Culture