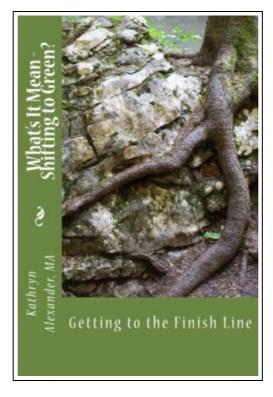
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WHAT S IT MEAN - SHIFTING TO GREEN?: GETTING TO THE FINISH LINE (PAPERBACK)



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Resilient Planet, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ****** Print on Demand *****. If you care about business you care about the state of our planet, then you have had more than a passing interest in sustainability. You may find you self frustrated, confused or even discouraged about the current state of things, yet at the same time unclear about what else to do. This book offers some fresh thinking about sustainability. The introduction to the three stages of sustainability will help clarify the journey while the Sustainable Values Set(r) provides a path. Exploring economics, leadership, ethics other aspects of our world from this perspective, grounds concepts and ideas in practical applications. By thinking in wholes understanding the implications long-term consequences of our decisions, new opportunities open up. Business has an enormous amount of leverage to make changes shift consciousness. This is the role business has played for the past 200 years as business explored planned obsolescence - to increase sales, immediate gratification - to increase sales, time management - to get more out of expendable workers, and so on. Business has had a major impact on our world how we understand our world. Nature has been here to allow us to fulfill our dreams, we have used her that way! Now we are beginning to see the consequences of acting as if only we mattered. Now we have an opportunity to turn around 180 degrees see what kind of world we can create when we become both partners co-creators with Mother Nature. Given her preference for bounty abundance, this may prove to be an eye-opening experience as we engage in a collaborative relationship instead of an adversarial one. As humans we are beginning to understand that collaboration works within the human family. We are...



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