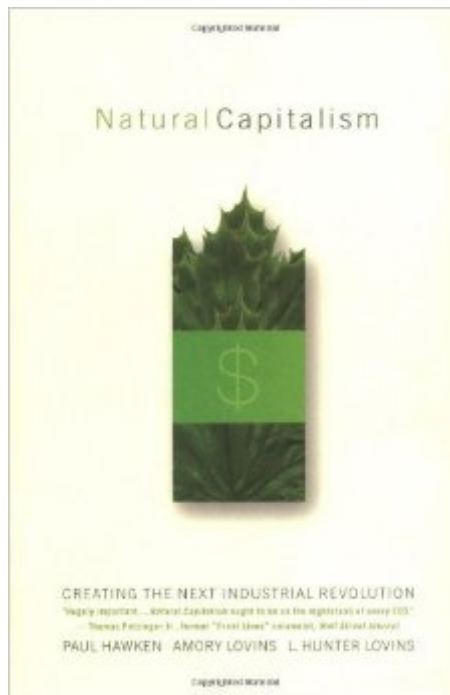


The book was found

# Natural Capitalism: Creating The Next Industrial Revolution



## Synopsis

This groundbreaking book reveals how today's global businesses can be both environmentally responsible and highly profitable.

## Book Information

Paperback: 416 pages

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Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (121 customer reviews)

Best Sellers Rank: #69,898 in Books (See Top 100 in Books) #11 in [Books > Business & Money > Processes & Infrastructure > Green Business](#) #17 in [Books > Textbooks > Business & Finance > Economics > Economic Theory](#) #55 in [Books > Textbooks > Business & Finance > International Business](#)

## Customer Reviews

In the summer of 1999, the Harvard Business Review treated the business community to a glimpse of a bold new model for business and industry in the 21st century. The HBR has been filling requests ever since for the article by Amory Lovins, L. Hunter Lovins and Paul Hawken titled "A Road Map for Natural Capitalism." The article described how businesses could profit by employing strategies built around a more productive use of natural resources. The authors explained in a very practical, yet compelling manner how these strategies could go a long way toward solving many current environmental problems. Business readers and anyone concerned about the changing global economy and its impact on the ecosystem will want more than copies of the HBR article once they realize it was actually a tantalizing synopsis of the authors' new book, "Natural Capitalism: Creating the Next Industrial Revolution" (Little, Brown, 1999). This important book can take its place alongside such touchstone volumes as "Future Shock," "Megatrends" and "The New New." The authors describe in vivid detail how business and industry can gain competitive advantage through a new business model based on doing much more with much less. The authors set out to prove that changing realities of the information economy and global competitiveness are already transforming industry and commerce in ways unforeseen even a few years ago. The new business model takes

into account the values of all forms of "capital" including human, manufactured, financial, and natural.

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