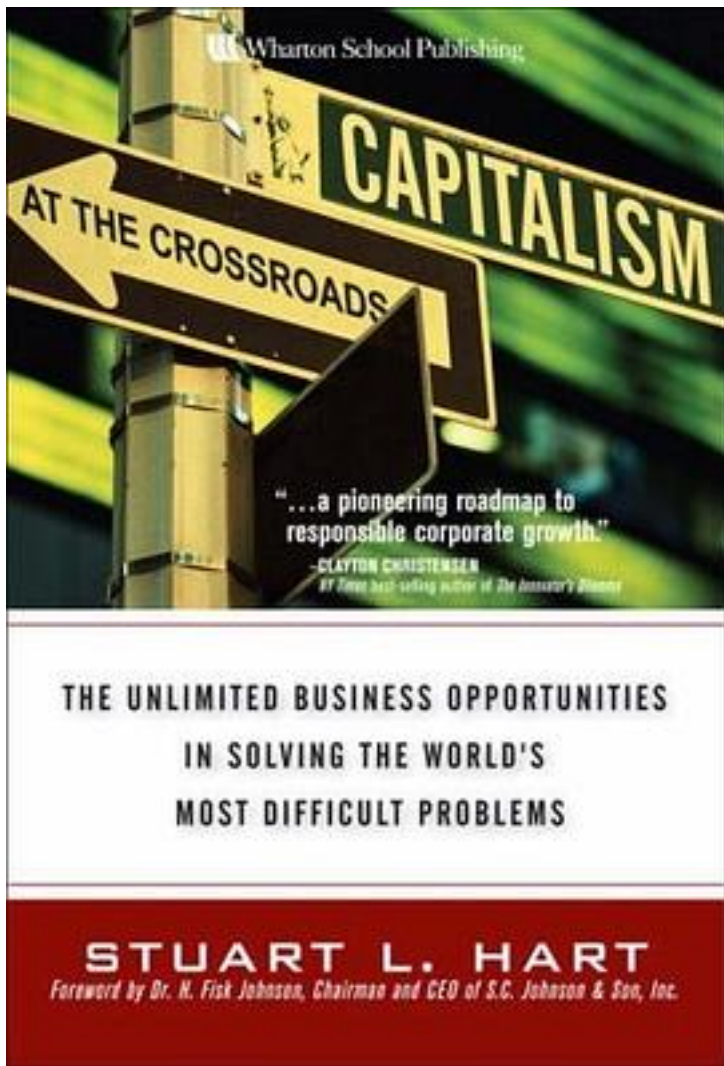


Capitalism at the Crossroads



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Capitalism is indeed at a crossroads, facing international terrorism, worldwide environmental change, and an accelerating backlash against globalization. Companies are at crossroads, too: finding new strategies for profitable growth is now more challenging. Both sets of problems are intimately linked. Learn how to identify sustainable products and technologies that can drive new growth while also helping to solve today's most crucial social and environmental problems. Hart shows how to become truly indigenous to all markets -- and avoid the pitfalls of traditional 'greening' and 'sustainability' strategies. This book doesn't just point the way to a capitalism that is more inclusive and more welcome: it offers specific techniques to recharge innovation, growth, and profitability.

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