

World Scientific Series on 21st Century Business
FUNDAMENTALS OF SUSTAINABLE BUSINESS
A Guide for the Next 100 Years
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Contents:

Chapter 1 – The introductory section concisely describes the insidiously pernicious consequences of short-sighted industrial growth of the past two centuries that make a revolutionary and systemic reform of business so relevant today.

Chapter 2 – The usefulness of the natural world as our guide for a re-visioning and redesign of our industrial infrastructure is outlined and supported.

Chapter 3 – This chapter introduces and explains the essential components of an ongoing and intelligent movement called sustainable business. Radical but value-laden approaches to energy, materials, and the inter-relationship of business, the natural world, and the human community are outlined.

Chapter 4 – Dozens of examples of existing businesses and organizations across four continents are profiled that have intrepidly and creatively begun the process of transitioning to healthy, restorative, profitable, and durable enterprises.

Chapter 5 – The challenges for education in the coalescence of this movement is outlined, including meaningful curricular reform and internal process development in all levels of public and private education.

Chapter 6 – The appropriate supporting role of government is discussed in this section that will reward triple top-line value production and discourage deleterious effects of business. Suggestions for administrative government process reform are also summarized.

Chapter 7 – This chapter delightfully describes the life of a typical citizen in a world that has completed two generations of sustainable business improvements. The reader personally experiences the nuances of life inside a typical home, neighborhood, restaurant, clothing store, farm, and business.

Chapter 8 – The various congruous components of sustainable business are reviewed and the most dangerous threats to the movement are introduced and discussed. Some final thoughts about the international ramifications of sustainable business are summarized.