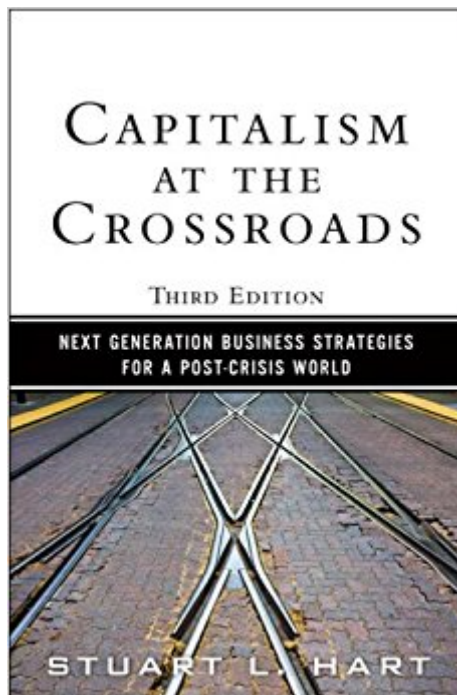


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# Capitalism At The Crossroads: Next Generation Business Strategies For A Post-Crisis World



## Synopsis

Today's era of economic crisis has sent a powerful message: The age of "mercenary" capitalism is ending. We must finally embark on a new age of sustainable, stakeholder-based capitalism. While enlightened executives and policymakers understand the critical need for change, few have tangible plans for making it happen. In *Capitalism at the Crossroads: Next Generation Business Strategies for a Post-Crisis World*, Third Edition, Stuart L. Hart presents new strategies for identifying sustainable products, technologies, and business models that will drive urgently needed growth and help solve social and environmental problems at the same time. Drawing on his experience consulting with top companies and NGOs worldwide, Hart shows how to craft your optimal sustainability strategy and overcome the limitations of traditional "greening" approaches. In this edition, he presents new and updated case studies from the United States and around the world, demonstrating what's working and what isn't. He also guides business leaders in building an organizational "infrastructure for sustainability"--one that can survive budgeting and boardrooms, recharging innovation and growth throughout your enterprise. Discover:

- The new business case for pursuing sustainable capitalism
- Sustainability strategies that go far beyond environmental sensitivity
- How to fully embed your enterprise in the local context--and why you should
- Tactics for making long-term sustainability work in a short-term world

## Book Information

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## Customer Reviews

There are only two paths going forward - a radically different form of commerce that uplifts the entire human community or depletion of the remaining natural and cultural capital with prolonged human strife as a result. This is the fork in the road described by Stuart Hart in *Capitalism at the Crossroads*, released June 2010 on its 3rd edition. This is a book about capitalism on the throes of the greatest economic recession of our time. However, neither the fundamental pillars of the capitalist system nor the causes of the recession are the focus here. Rather the main themes in the book suggest new strategies and competencies that companies could adopt to change the system from within. The focus here is to effect institutional change from within the capitalist system. While the commandments handed down to industry are broad and well articulated, a discussion on how government could enable or encourage firm behavior is largely absent. In Hart's opinion, the role of the private sector and entrepreneurial base must take an unprecedented role because "incremental governmental policies are insufficient and large-scale, crash programs are likely to fail." Hart's vision of the new green economy is painted broadly, but in his canvas government is no more than a smudge. The author makes the most of the post-recession mood to impress urgency in the book's premise - the world is on a collision course and only the private sector can avert catastrophe. In the future - if the higher road is taken - sustainable enterprises and civil society work together on creating opportunity at the bottom of the pyramid (BoP) and corporations compete to "seize the opportunity for sustainable development."

I appreciate the previous reviews. I find the book extremely helpful in describing the step-by-step progression in thought leadership among business strategists over the last century and up to today. Dr. Hart provides a very helpful outline for clarifying where our own thinking and action preferences fit into his emerging outline of sustainable business strategies for our future. Dr. Hart describes how we can, but only with an appropriate attitude, broaden our business strategies to functionally serve the growing numbers of people who live "at the bottom of the pyramid" on our planet. These people are currently not served well by modern best-practices business. Vast business opportunities exist for entrepreneurs who include tailored integration of the best of our modern thinking and clean

technologies with true "listening to the natives," in ways genuinely respectful of and ultimately useful to these people, as defined first-and-foremost by their in-common, universal, basic human needs. This requires suspending our own predisposition to actions long enough to ensure we are moving forward with true respect and in harmony with what I assert are our evolving STEM understandings concerning sustained peak human performance. Dr. Hart provides examples of how constructive change begins with oneself and one's own business activities. This is not about changing others to meet our expectations, per se. Rather, this is about taking personal responsibility to leverage our own resources in ways truly respectful of ourselves and others -- including those very different from us -- and respectful of our collective dependence upon an intact bio-sphere. Inherent to the many solutions advocated and described by Dr.

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