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# Growing A Business Paul Hawken Abnehmore

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The New Pioneers

Leaving Microsoft to Change the World

The Way of Forgiveness

A Better World, Inc.

Honest Business

Control Your Destiny Or Someone Else Will

Deep Hanging Out: Wanderings and Wonderment in Native California

Sustainability

Seven Tomorrows

Growing a Business

Natural Capitalism

Sacred Commerce

2040: A Handbook for the Regeneration

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Tomorrow's Economy  
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The Ecology of Commerce  
Growing a Business  
Lead with We  
Working for Good

The Innovator's Dilemma  
Choices for Our Future  
Up the Organization  
The Magic of Findhorn

*Growing A  
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## **SHANNON AGUIRRE**

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The New Pioneers Book  
Publishing Company (TN)  
One of the world's most  
influential  
environmentalists reveals  
a worldwide grassroots  
movement of hope and  
humanity Blessed  
Unresttells the story of a  
worldwide movement that  
is largely unseen by

politicians or the media.  
Hawken, an  
environmentalist and  
author, has spent more  
than a decade  
researching organizations  
dedicated to restoring the  
environment and fostering  
social justice. From billion-  
dollar nonprofits to single-  
person causes, these  
organizations collectively  
comprise the largest  
movement on earth. This  
is a movement that has

no name, leader, or  
location, but is in every  
city, town, and culture. It  
is organizing from the  
bottom up and is  
emerging as an  
extraordinary and  
creative expression of  
people's needs worldwide.  
Blessed Unrestexplores  
the diversity of this  
movement, its brilliant  
ideas, innovative  
strategies, and centuries-  
old history. The

culmination of Hawken's many years of leadership in these fields, it will inspire, surprise, and delight anyone who is worried about the direction the modern world is headed. Blessed Unrest is a description of humanity's collective genius and the unstoppable movement to re-imagine our relationship to the environment and one another. Like Hawken's previous books, *Blessed Unrest* will become a classic in its field— a touchstone for anyone

concerned about our future. *Leaving Microsoft to Change the World* Timber Press  
New times create new needs - and new needs require new solutions. *The New Pioneers* is a practical guide for capitalists and idealists on how to navigate in the new economic world order. It is about the social megatrends that are shaping our lives in new ways and creating a new face of capitalism. And it is about the pioneers that are paving

the way for the new business revolution: this century's generation of visionary leaders, social entrepreneurs and social intrapreneurs. 'Hardcore business people are realising that they can increase their profits by incorporating social responsibility into their business, and heartcore idealists are realising that the use of market methods helps them meet their social goals successfully,' argues Tania Ellis. With a wide array of cases from all over the world Tania Ellis

explains the key principles of sustainable business success. Read *The New Pioneers* to gain insight into the new rules that are paving the way for business unusual – for the benefit of humanity and the bottom line. Learn more about *The New Pioneers* and join the movement of sustainable businesses and social entrepreneurs at [www.thenewpioneers.biz](http://www.thenewpioneers.biz)

**The Way of Forgiveness** John Wiley & Sons  
 ÓFacinating... There is at least as much to be

learned here as from reading Peter Drucker John Kenneth Galbraith or Michael Porter. Ó Boston Globe Acknowledged as the outstanding business leader of the late twentieth century, Jack Welch made General Electric one of the world's most competitive companies. This dynamic CEO defined the standard for organizational change, creating more than \$400 billion in shareholder value by transforming a bureaucratic behemoth into a nimble, scrappy winner in the global

marketplace. Here, Tichy and Sherman extract the enduring leadership lessons from the revolution Welch wrought at GE. Of these, the most essential is the limitless power of learning. Leadership has its mysteries, but it is a skill that anyone can acquire and enhance. Above all, great leaders select great people and lure them into an endless process of learning and adaptation. [A Better World, Inc.](#) Sounds True  
 The Natural Step for Business examines how

four very successful "evolutionary" corporations in Sweden and the United States - including IKEA and Scandic Hotels in Sweden, and Collins Pine and Interface in the U.S. - are positioning themselves for long-term competitiveness using The Natural Step as a central part of their corporate strategy. Nattrass and Altomare puncture the myth that a company must choose between profitability and care for the natural environment, and present

a timely and practical application of this exciting model for global sustainability.

### **Honest Business**

Penguin

It's not often that someone stumbles into entrepreneurship and ends up reviving a community and starting a national economic-reform movement. But that's what happened when, in 1983, Judy Wicks founded the White Dog Café on the first floor of her house on a row of Victorian brownstones in West Philadelphia. After helping

to save her block from demolition, Judy grew what began as a tiny muffin shop into a 200-seat restaurant-one of the first to feature local, organic, and humane food. The restaurant blossomed into a regional hub for community, and a national powerhouse for modeling socially responsible business. Good Morning, Beautiful Business is a memoir about the evolution of an entrepreneur who would not only change her neighborhood, but would also change her world-

helping communities far and wide create local living economies that value people and place as much as commerce and that make communities not just interesting and diverse and prosperous, but also resilient. Wicks recounts a girlhood coming of age in the sixties, a stint working in an Alaska Eskimo village in the seventies, her experience cofounding the first Free People store, her accidental entry into the world of restaurantering, the emergence of the

celebrated White Dog Café, and her eventual role as an international leader and speaker in the local-living-economies movement. Her memoir traces the roots of her career - exploring what it takes to marry social change and commerce, and do business differently. Passionate, fun, and inspirational, Good Morning, Beautiful Business explores the way women, and men, can follow both mind and heart, do what's right, and do well by doing good. Control Your Destiny Or

Someone Else Will St. Martin's Essentials In this timely book, authors Matthew and Terces Engelhart present the idea that love before appearances is the antidote to our spiritual, environmental, and social degradation. Exploring topics such as mission statements, manager as coach, human resources as a sacred culture, and inspirational meetings, they offer a manual for building a spiritual community at the workplace—a vital concept in an age when

work consumes the bulk of most adults' time. Business, the authors explain, is all about providing a service, product, or experience the market wants, and no business can succeed by failing to understand this point. However, integrating the concept of "Sacred Commerce" into business can provide both financial success and spiritual satisfaction. Stressing that every business is an opportunity to make a lasting impact on the lives of both clients and employees, the

Engelharts share the tools they've learned in their own enterprises to fulfill this vision. Sacred Commerce is the ideal mix of the personal and the practical—a guidebook written by people who have felt success, not just spent it. Dissatisfaction with work is at record levels, and the Engelharts show that you don't have to suffer personally—or give up your humanity—to pay the mortgage.

**Deep Hanging Out:  
Wanderings and  
Wonderment in Native**

**California** Pearson UK  
Provides a visionary blueprint for a marketplace where businesses and environmentalists work together, showing companies how to redesign and manufacture products in innovative ways, reeducate customers, and work closely with government toward a profitable, productive, and ecologically sound future. Reprint.  
*Sustainability* John Wiley & Sons  
Thousands of business



books are published every year— Here are the best of the best After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category. Now they have chosen and reviewed the one hundred best business titles of all time—the ones that deliver the biggest payoff for today’s busy readers. The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the

problems they face, such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are surprising—you’ll find reviews of Moneyball and Orbiting the Giant Hairball, but not Jack Welch’s memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside The 100 Best. And sprinkled throughout are sidebars taking the reader beyond business books, suggesting movies,

novels, and even children’s books that offer equally relevant insights. This guide will appeal to anyone, from entry-level to CEO, who wants to cut through the clutter and discover the brilliant books that are truly worth their investment of time and money.

### **Seven Tomorrows**

Heyday Books

Discusses the prerequisites to starting a business and shares his own start-up strategies

### **Growing a Business**

Penguin

A thought-provoking

analysis of the new business paradigm shows how firms that do "everything right" can nevertheless fail because of new technologies and disruptions in the market structure. Reprint. Natural Capitalism Growing a Business Now in a handy, miniture edition, this classic stresses openness, personal integrity, and community involvement as the keys to business success. Michael Phillips--who developed MasterCard--and international consultant

Salli Rasberry present an inspiring book that debunks popular myths about how to start and manage a small business.

### **Sacred Commerce**

Harper Collins  
How we can achieve healthy growth--more regenerative than destructive, restoring equity rather than exacerbating inequalities. In Tomorrow's Economy, Per Espen Stoknes reframes the hot-button issue of economic growth. Going beyond the usual dialectic of pro-growth versus anti-growth,

Stoknes calls for healthy growth. Healthy economic growth is more regenerative than destructive, repairs problems rather than greenwashing them, and restores equity rather than exacerbating global inequalities. Stoknes--a psychologist, economist, climate strategy researcher, and green-tech entrepreneur--argues that we have the tools to achieve healthy growth, but our success depends on transformations in government practices and individual behavior.

Stoknes provides a compass to guide us toward the mindset, mechanisms, and possibilities of healthy growth.

**2040: A Handbook for the Regeneration** Little, Brown

This classic text is a practical vision of how different types of communities can make the transition to a sustainable way of life that balances production and consumption, reduces resource waste and produces long-term social and ecological health. Our

old patterns of growth are built on isolation—an isolation from the environment, an isolation between activities and ultimately an isolation between individuals. Whether city or suburb, these qualities of isolation are the same. Buildings ignore climate and place, uses are zoned into separate areas, and individuals are isolated by a lack of convivial public places. Sustainable patterns break down the separations; buildings respond to the climate rather than overpowering

it, mixed uses draw activities and people together, and shared spaces reestablish community. —from *Sustainable Communities Grow Now* Penguin  
Doug Hall shares data-proven methods that can make sales, marketing, and business development measurably more effective.

**Regeneration** Collins  
Although it was first published more than thirty-five years ago, *Up the Organization* continues to top the lists of best business books by

groups as diverse as the American Management Association, Strategy + Business (Booz Allen Hamilton), and The Wharton Center for Leadership and Change Management. 1-800-CEO-READ ranks Townsend's bestseller first among eighty books that "every manager must read." This commemorative edition offers a new generation the benefit of Robert Townsend's timeless wisdom as well as reflections on his work and life by those who knew and worked with

him. This groundbreaking book continues to remind us not to get mired in all those sacred organizational routines that stifle people and strangle both profits and profitability. He shows a way to humanize business and a way to have fun while making it all work better than it ever worked before.

### **Tomorrow's Economy**

Harper Collins  
In *A Better World, Inc.*, Korngold shows companies and their executives how to profit by developing solutions to

the world's most daunting challenges - those that governments cannot and have not addressed. Using case studies of various global companies from Nike to Pfizer to Vodafone and GlaxoSmithKline, *A Better World, Inc.* delineates best practices for corporations to maximize profits, decrease costs, and build the longer-term value of their companies by ensuring a more sustainable and humane world. In declaring that 'only global corporations have the resources, global

reach, and self-interest to build a better world,' Korngold shows how to ensure that this is a mutually beneficial and equitable relationship for business and society. A Better World, Inc. provides a roadmap to success, including stakeholder engagement; partnerships among businesses, NGOs, and governments; measurement, accountability and reporting; and effective corporate governance. Korngold also discusses the most powerful drivers

for companies to further intensify their innovations in solving global challenges: consumers, employees, and investors. **Mid-Course Correction Revisited** BenBella Books Leadership is about influence Emily is a career-driven thirtysomething with big ambitions and a young family. She is making an impact as a leader at a tech company, but after being passed up for multiple promotions, she finds herself at a loss for how to improve. Fate answers her in the form of

a kind—and surprisingly direct—older man in a coffee shop. A well-respected CEO before he retired, David has deep and rich leadership knowledge. Emily needs direction, and David is the perfect mentor. Growing Influence offers readers both practical advice on how to develop leadership skills and a relatable account of one woman's growth by applying the principles in the book. Unlike nonfiction business books or business memoirs, this story is a business fable that is both

impactful and transformative.

### **Jump Start Your**

**Business Brain** Berrett-Koehler Publishers  
Ben & Jerry's. Stonyfield Farm. The Body Shop. Tom's of Maine. All leaders in the socially responsible business movement—and all eventually sold to mega-corporations. Do values-driven businesses have to choose between staying small, selling off, or selling out? Jill Bamburg says no. Based on intensive interviews with more than thirty growth-

oriented, mission-driven entrepreneurs—including American Apparel, Give Something Back, Wild Planet Toys, Organic Valley Family of Farms, and Village Real Estate—her book explodes the myths of scale from both ends of the spectrum. She debunks both the limiting “small is beautiful” approach as well as the “you have to sell out to grow” mandate. Focusing on the unique challenges that socially conscious companies face, *Getting to Scale* addresses the

issues that affect all businesses: Production and personnel Access to capital and markets Changes in organizational structure Ownership and control Corporate culture Filled with practical and tested advice, *Getting to Scale* provides a blueprint for socially responsible entrepreneurs in any industry who want to benefit larger groups of customers, have a greater positive impact on their communities, and maintain their independence by scaling up their enterprises.

**Getting to Scale**

Routledge

'Sustainability' offers a comprehensive treatment of the relationship between business and sustainability.

*Human Element* Lulu Publishing Services

'The future can't be predicted but it can be envisioned and brought lovingly into being.'

Donella Meadows Like most of us, Damon Gameau has spent most of his adult years overwhelmed into inaction by the problem of climate change and its

devastating effects on the planet. But when Damon became a father, he knew he couldn't continue to look away. So he decided to do what he does best, and tell a story. And the story became an imagining of what the world could look like in 2040, if we all decided to start doing things differently, right now. The result is the era-defining documentary 2040 - a meticulously researched plea for the adoption of community-building, energy-generating, connection-forging, forest-

renewing, ocean-replenishing measures that science tells us will reset our planet's health, drive our economies and improve lives across the globe. 2040: A Handbook for the Regeneration shows us how we can stitch this magnificent vision into everyday life by engaging in activities such as cooking, shopping, gardening, sharing, working and teaching our kids. It shows us that climate change is a practical problem that can be tackled by each of us, one

small step at a time, and that we can make a genuine difference - if we know what to do. Brimming with practical wisdom and even 50 delicious recipes, 2040: A Handbook for the Regeneration empowers you to become the change you want to see in

the world. This is a specially formatted fixed-layout ebook that retains the look and feel of the print book. PRAISE FOR THE 2040 DOCUMENTARY '2040 is the Australian documentary everyone's going to be talking about' Mamamia 'even better than That Sugar Film!' Tom Tilley of Triple J's

Hack 'In 2040, Gameau defaults to the position of inspiring people rather than alarming or overwhelming them. You leave the film wanting more, not less, of these sorts of productions.' Guardian 'a real glimpse of a greener future' Sydney Morning Herald

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