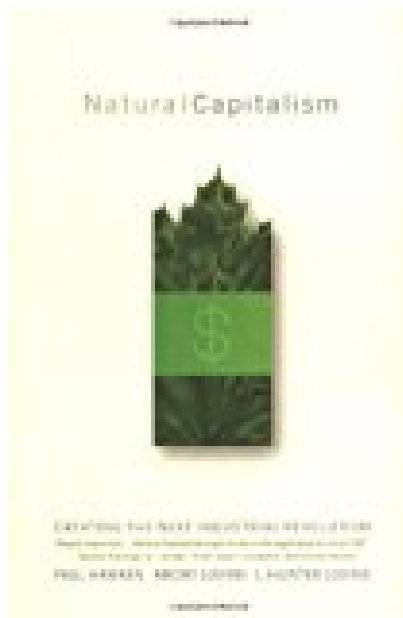


Natural Capitalism Creating the Next Industrial Revolution



BOOK DETAILS

- Author : L. Hunter Lovins
- Pages : 416 Pages
- Publisher : Back Bay Books
- Language : English
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BOOK SYNOPSIS

There are no more reespected voices in the environmental movement than these authors, true counselors on the direction of twenty-first-century business. With hundreds of thousands of books sold worldwide, they have set the agenda for rational, ecologically sound industrial development. In this inspiring book they define a superior & sustainable form of capitalism based on a system that radically raises the productivity of natures dwindling resources. Natural Capitalism shows how cutting-edge businesses are increasing their earnings, boosting growth, reducing costs, enhancing competitiveness, & restoring the earth by harnessing a new design mentality. The authors offer dozens of examples of businesses that are making fourfold or even tenfold gains in efficiency, from self-heating & self-cooling buildings to 200-miles-per-gallon cars, while ensuring that workers arent downsized out of their jobs. This practical blueprint shows how making resources more productive will create the next industrial revolution

NATURAL CAPITALISM CREATING THE NEXT INDUSTRIAL REVOLUTION -

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