

## Growing A Business Paul Hawken

*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 restaurateering, 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.*

*Newly updated to showcase color photographs, this spiritual classic presents the history and philosophy of Scotland's Findhorn Community. Findhorn was founded more than 40 years ago in far northeast Scotland on windswept and barren sand dunes that happened to sprout a miraculous garden. Plants, flowers, trees, and organic vegetables of enormous sizes began to grow in a small plot around the 30-foot caravan trailer inhabited by three adults and three children living on meager unemployment benefits. Guidance by God and absolute faith in the art of manifestation led the occupants to this unlikely locale to create a magnetic center that would draw people from all over the world. Their discovery of how to contact and cooperate with the nature spirits and devas that made the garden possible sparked a phenomenon that continues today, as Findhorn has grown into a thriving village housing hundreds of people from all over the world and an internationally recognized spiritual-learning center.*

*Offers practical advice on how managers can seize the opportunities presented by the coming growth in demand for commodities in emerging markets.*

*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. How We Can Save Our Health, Communities, and Planet—One Garden at a Time***

***Giants of Enterprise***

***The Revolutionary Book that Will Change the Way You Do Business Toward a Voluntary History***

***History of the Natural and Organic Foods Movement (1942-2020)***

***A Superior Strategy for Starting and Managing Your Own Business***

***The Story and Legacy of a Radical Industrialist and his Quest for Authentic Change***

The U.S. and World Green Building Councils have transformed the world more than any other environmental organizations according to author Paul Hawken. In this inspirational and personal memoir, David Gottfried tells the story of his creation of these pioneering industry coalitions, as he transformed himself from a greedy real estate developer during the 80s to his role as a founder of the global green building movement.

WALL STREET JOURNAL BESTSELLER 2022 NATIONAL INDIE EXCELLENCE AWARDS FINALIST — BUSINESS: GENERAL • 2022 AXIOM BUSINESS BOOK AWARD GOLD MEDALIST — LEADERSHIP

"Critically important reading as our economy struggles to recover the pandemic's deleterious economic impact that is currently compounded by supply chain issues and the beginnings of an inflationary spiral." —The Midwest Book Review "Provides concrete steps leaders and employees can take to thrive in today's marketplace, where taking a stand on something important to your customers can become a competitive differentiator."

—Forbes Discover an urgent prescription for a new business paradigm—one that better serves humanity and the planet. The global coronavirus pandemic has thrown into stark relief how "business as usual" is no longer serving us. The economic, business, and environmental models of the past do not reflect our current realities. And for our economy—for us—to survive, we need nothing less than a seismic shift in the way we do business. Enter Simon Mainwaring, New York Times-bestselling author and founder and CEO of We First. A decade ago, he showed how business leaders and consumers could use social media to build a better world in We First. Now, after decades of research and field experience at the vanguard of the world's most successful brand revolutions, he provides in Lead With We a blueprint for doing business better in today's challenged world. By leading with "we"—putting the collective above the individual, holding the sum above the parts, and emphasizing the importance of the role that everyone plays—you can not only help solve the escalating challenges of today but also unlock extraordinary growth for your business, and abundance on our planet. Timely and compelling, this book's message is simple: The future of profit is people's purpose, aligned. Lead With We not only examines why we must all conduct business differently in order to grow in today's market, but provides the how—concrete steps any reader, wherever they find themselves in the business hierarchy, can take toward success.

There are no more respected 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 nature's 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 aren't downsized out of their jobs. This practical blueprint shows how making resources more productive will create the next industrial revolution

The world's most comprehensive, well documented and well illustrated book on this subject. With extensive subject and geographical index. 66 photographs and illustrations - mostly color. Free of charge in digital PDF format on Google Books.

How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function  
2040: A Handbook for the Regeneration  
The Green to Gold Business Playbook

How Any Startup Can Achieve Explosive Customer Growth

Growing Influence

Blessed Unrest

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

Homeowners are looking for actionable ways to help conserve the environment, and this hopeful, heartfelt guide offers them specific guidance on how to do so in their own home gardens.

Growing a Business Simon and Schuster

The New York Times bestselling examination of the worldwide movement for social and environmental change Paul Hawken has spent more than a decade researching organizations dedicated to restoring the environment and fostering social justice. From billion-dollar nonprofits to single-person dot.causes, these groups collectively comprise the largest movement on earth, a movement that has no name, leader, or location and that has gone largely ignored by politicians and the media. Blessed Unrest explores the diversity of the movement, its brilliant ideas, innovative strategies, and centuries of hidden history. A culmination of Hawken's many years of leadership in the environmental and social justice fields, it will inspire all who despair of the world's fate, and its conclusions will surprise even those within the movement itself.

The Innovator's Dilemma

What We Think About When We Try Not To Think About Global Warming

Why Democracy Is Failing to Deliver Economic Growth-and How to Fix It  
Grow Now

The Magic of Findhorn

Mindfulness in Nature as a Path of Self-Discovery

Leaving Microsoft to Change the World

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.

Now in a handy, miniature 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.

Revised edition, includes new foreword by Paul Hawken and and several new chapters by John A. Lanier.

Seven business innovators and the empires they built. The pre-eminent business historian of our time, Richard S. Tedlow, examines seven great CEOs who successfully managed cutting-edge technology and formed enduring corporate empires. With the depth and clarity of a master, Tedlow illuminates the minds, lives and strategies behind the legendary successes of our times: . George Eastman and his invention of the Kodak camera; . Thomas Watson of IBM; . Henry Ford and his automobile; . Charles Revson and his use of television advertising to drive massive sales for Revlon; . Robert N. Noyce, co-inventor of the integrated circuit and founder of Intel; . Andrew Carnegie and his steel empire; . Sam Walton and his unprecedented retail machine, Wal-Mart.

Ending the Climate Crisis in One Generation  
Sustainability

The Findhorn Garden Story

Seven Business Innovators and the Empires They Built

Inspired Color Photos Reveal the Magic

The Next Economy

Traction

Arguing that the current economy represents a move from a "mass" to a new "informative" economic system, the author explains how individuals can cope with, and benefit from the transition "Nature deficit disorder" has become an increasingly challenging problem in our hypermodern world. In *Awake in the Wild*, Mark Coleman shows seekers how to remedy this widespread malady by reconnecting with nature through Buddhism. Each short (two to three pages) chapter includes a concrete nature meditation relating to such topics as Attuning to the Natural World, Reflecting the Rhythms of Nature, Walking with Compassion, Releasing the Inner Noise, Freeing the Animal Within, Coming into the Peace of Wild Things, Weathering the Storms of Life, and more. Incorporating anecdotes from the author's many nature retreats, Buddhist wisdom and teachings, important nature writings by others, and nature itself, the book invites readers to participate in, not just observe, nature; develop a loving

connection with the earth as a form of environmental activism; decrease urban alienation through experiencing nature; embody nature's peaceful presence; and connect with ancient spiritual wisdom through nature meditations.

**Sustainability: Essentials for Business** is the first survey text of its kind to offer a comprehensive treatment of the relationship between business and sustainability. The book begins with a macro perspective of the renewable resources such as air, water, forests, energy, etc. This discussion provides a starting point for the students unfamiliar with this sphere, so that the later chapters on environmental challenges can be framed within an appropriate context. The book then segues into the micro issues by shifting toward stakeholder interests and choices. Here, the chapters explore the various stakeholders involved - from organizations to consumers to non-governmental organizations, etc. The third section of the book aims to present business solutions designed to address and promote sustainability. This section will also discuss transparent and voluntary reporting along with the standards. The last section of the book concludes with ideas and questions about moving towards a sustainable future.

A radically new understanding of and practical approach to climate change by noted environmentalist Paul Hawken, creator of the New York Times bestseller *Drawdown* *Regeneration* offers a visionary new approach to climate change, one that weaves justice, climate, biodiversity, equity, and human dignity into a seamless tapestry of action, policy, and transformation that can end the climate crisis in one generation. It is the first book to describe and define the burgeoning regeneration movement spreading rapidly throughout the world. *Regeneration* describes how an inclusive movement can engage the majority of humanity to save the world from the threat of global warming, with climate solutions that directly serve our children, the poor, and the excluded. This means we must address current human needs, not future existential threats, real as they are, with initiatives that include but go well beyond solar, electric vehicles, and tree planting to include such solutions as the fifteen-minute city, bioregions, azolla fern, food localization, fire ecology, decommodification, forests as farms, and the number one solution for the world: electrifying everything. Paul Hawken and the nonprofit *Regeneration Organization* are launching a series of initiatives to accompany the book, including a streaming video series, curriculum, podcasts, teaching videos, and climate action software. *Regeneration* is the inspiring and necessary guide to inform the rapidly spreading climate movement.

Awake in the Wild

Greed to Green

Capitalism, the Environment, and Crossing from Crisis to Sustainability

The Transformation of an Industry and a Life

Getting to Scale

A Few Things I Learned While Growing To 100 Million Users - And Losing \$78 Million

Organizational Physics - The Science of Growing a Business

***Greening Health Care examines the intersections of health care and environmental health, both in terms of traditional failures and the revolution underway to fix them. Authored by one of the pioneers in health care's green movement, it presents practical solutions for health care organizations and clinicians to improve their environments and the health of their communities.***

***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. Natrass 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.***

***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.***

***#1 Best-Seller in 5 Startup & Entrepreneurship Categories \*Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. Explosive Growth combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your***

*startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to:*

- \* IGNITE EXPLOSIVE GROWTH by creating a remarkable product*
- \* Identify the ONLY 3 METRICS THAT MATTER*
- \* Explore valuable VIRAL GROWTH strategies to grow rapidly*
- \* Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users*
- \* Create a thriving culture of PASSIONATE EMPLOYEES and CONSTANT INNOVATION PRAISE: "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." -Payal Kadakia, Founder & Executive Chairman of ClassPass*

*"Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor*

*"Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth." -Entrepreneur Magazine by Syed Balkhi*

*"Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking*

*Greening Health Care*

*Making a Difference While Making a Living*

*How Hospitals Can Heal the Planet*

*The Bridge at the Edge of the World*

*What They Say, Why They Matter, and How They Can Help You*

*Seven Tomorrows*

*Extensively Annotated Bibliography and Sourcebook*

From an internationally acclaimed economist, a provocative call to jump-start economic growth by aggressively overhauling liberal democracy. Around the world, people who are angry at stagnant wages and growing inequality have rebelled against established governments and turned to political extremes. Liberal democracy, history's greatest engine of growth, now struggles to overcome unprecedented economic headwinds--from aging populations to scarce resources to unsustainable debt burdens. Hobbled by short-term thinking and ideological dogma, democracies risk falling prey to nationalism and protectionism

that will deliver declining living standards. In *Edge of Chaos*, Dambisa Moyo shows why economic growth is essential to global stability, and why liberal democracies are failing to produce it today. Rather than turning away from democracy, she argues, we must fundamentally reform it. *Edge of Chaos* presents a radical blueprint for change in order to galvanize growth and ensure the survival of democracy in the twenty-first century.

• New York Times bestseller • The 100 most substantive solutions to reverse global warming, based on meticulous research by leading scientists and policymakers around the world “At this point in time, the *Drawdown* book is exactly what is needed; a credible, conservative solution-by-solution narrative that we can do it. Reading it is an effective inoculation against the widespread perception of doom that humanity cannot and will not solve the climate crisis. Reported by-effects include increased determination and a sense of grounded hope.” –Per Espen Stoknes, Author, *What We Think About When We Try Not To Think About Global Warming* “There’s been no real way for ordinary people to get an understanding of what they can do and what impact it can have. There remains no single, comprehensive, reliable compendium of carbon-reduction solutions across sectors. At least until now. . . . The public is hungry for this kind of practical wisdom.” –David Roberts, *Vox* “This is the ideal environmental sciences textbook–only it is too interesting and inspiring to be called a textbook.” –Peter Kareiva, Director of the Institute of the Environment and Sustainability, UCLA In the face of widespread fear and apathy, an international coalition of researchers, professionals, and scientists have come together to offer a set of realistic and bold solutions to climate change. One hundred techniques and practices are described here–some are well known; some you may have never heard of. They range from clean energy to educating girls in lower-income countries to land use practices that pull carbon out of the air. The solutions exist, are economically viable, and communities throughout the world are currently enacting them with skill and determination. If deployed collectively on a global scale over the next thirty years, they represent a credible path forward, not just to slow the earth’s warming but to reach drawdown, that point in time when greenhouse gases in the atmosphere peak and begin to decline. These measures promise cascading benefits to human health, security, prosperity, and well-being–giving us every reason to see this planetary crisis as an opportunity to create a just and livable world.

This practical guidebook for becoming a conscious entrepreneur is designed to inspire, inform, engage, activate, and assist readers in their pursuit of building and operating a conscious



enterprise. Author Jeff Klein says, "My passion and calling over the past three decades has been to explore and discover ways to become ever more human and fully present in the context of my work, to realize my highest potential to make the most substantial impact for the greatest good, and to support others to do the same." Working for Good has received the following awards: 2010 Gold Nautilus Award—Conscious Business/Leadership 2010 Bronze Axiom Business Book Award—Entrepreneurship 2010 Bronze Independent Publisher Book Awards—Business/Career/Sales

How serious are the threats to our environment? Here is one measure of the problem: if we continue to do exactly what we are doing, with no growth in the human population or the world economy, the world in the latter part of this century will be unfit to live in. Of course human activities are not holding at current levels—they are accelerating, dramatically—and so, too, is the pace of climate disruption, biotic impoverishment, and toxification. In this book Gus Speth, author of Red Sky at Morning and a widely respected environmentalist, begins with the observation that the environmental community has grown in strength and sophistication, but the environment has continued to decline, to the point that we are now at the edge of catastrophe. Speth contends that this situation is a severe indictment of the economic and political system we call modern capitalism. Our vital task is now to change the operating instructions for today's destructive world economy before it is too late. The book is about how to do that.

Working for Good

Lead with We

Natural Capitalism

Growing Your Business Without Selling Out

How to Capture the Biggest Business Opportunity in a Century  
Drawdown

The Unexpected Journey of an Activist Entrepreneur and Local-Economy Pioneer

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business.

It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You ' ll learn, for example, how to: ·Find and use offline ads and other channels your competitors probably aren ' t using ·Get targeted media coverage that will help you reach more customers ·Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates ·Improve your search engine rankings and advertising through online tools and research Weinberg and Mares know that there ' s no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

There are hidden laws at work in every aspect of your business. Understand them, and you can create extraordinary growth. Ignore them, and you run the risk of becoming another statistic. It's become almost cliché: 8 out of every 10 new ventures fail. Of the ones that succeed, how many truly thrive-for the long run? And of those that thrive, how many continually overcome their growth hurdles ... and ultimately scale, with meaning, purpose, and profitability? The answer, sadly, is not many. Author Lex Sisney is on a mission to change that picture. After more than a decade spent leading and coaching high-growth technology companies, Lex discovered that the companies that thrive do so in accordance with 6 Laws - universal principles that govern the success or failure of every individual, team, and organization.

"Implement the green strategies outlined in Dan Esty's and Andrew Winston ' s bestseller Green to Gold" Hard-nosed business advice for gaining competitive advantage through sustainability action in buildings and operations, information technology, product design, sourcing, manufacturing, logistics and transportation, marketing, accounting, and other key business functions Whether you are a climate change skeptic or an environmentalist, sustainability issues cannot be ignored in today ' s corporate world. With rising energy and natural resource costs, intensified regulations, investor pressures, and a growing demand for environmentally friendly products, sustainability is no longer an option—it ' s a business imperative. Unlike many green business books, the Playbook skips the environmental ideology and deals exclusively with tools and strategies that have been shown to cut costs, reduce risks, drive revenues, and build brand identity. Builds on Dan Esty and Andrew Winston ' s prizewinning Green to Gold, which has become a business classic and a staple of management training across the world. Shows in detail how each business function or department can achieve an eco-advantage over the competition Offers frameworks, checklists, and action plans applicable to any business—big or small, in manufacturing or services The Green to Gold Business Playbook gives you the tools to make green work-and work profitably-for your business.

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.

How the Largest Social Movement in History Is Restoring Grace, Justice, and Beauty to the World

A Story of How to Lead with Character, Expertise, and Impact

Explosive Growth

A Guide to Creating Healthy Green Growth

Toward a New Psychology of Climate Action

Good Morning, Beautiful Business

The Ecology of Commerce

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.

'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

Why does knowing more mean believing—and doing—less? A prescription for change The more facts that pile up about global warming, the greater the resistance to them grows, making it harder to enact measures to reduce greenhouse gas emissions and prepare communities for the inevitable change ahead. It is a catch-22 that starts, says psychologist and economist Per Espen Stoknes, from an inadequate understanding of the way most humans think, act, and live in the world around them. With dozens of examples—from the private sector to government agencies—Stoknes shows how to retell the story of climate change

and, at the same time, create positive, meaningful actions that can be supported even by deniers. In *What We Think About When We Try Not To Think About Global Warming*, Stoknes not only masterfully identifies the five main psychological barriers to climate action, but addresses them with five strategies for how to talk about global warming in a way that creates action and solutions, not further inaction and despair. These strategies work with, rather than against, human nature. They are social, positive, and simple—making climate-friendly behaviors easy and convenient. They are also story-based, to help add meaning and create community, and include the use of signals, or indicators, to gauge feedback and be constantly responsive. Whether you are working on the front lines of the climate issue, immersed in the science, trying to make policy or educate the public, or just an average person trying to make sense of the cognitive dissonance or grapple with frustration over this looming issue, *What We Think About When We Try Not To Think About Global Warming* moves beyond the psychological barriers that block progress and opens new doorways to social and personal transformation.

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.

Wealth, Ecology and the Evolutionary Corporation

Essentials for Business

Resource Revolution

Tomorrow's Economy

The Most Comprehensive Plan Ever Proposed to Reverse Global Warming

The 100 Best Business Books of All Time

Mid-Course Correction Revisited