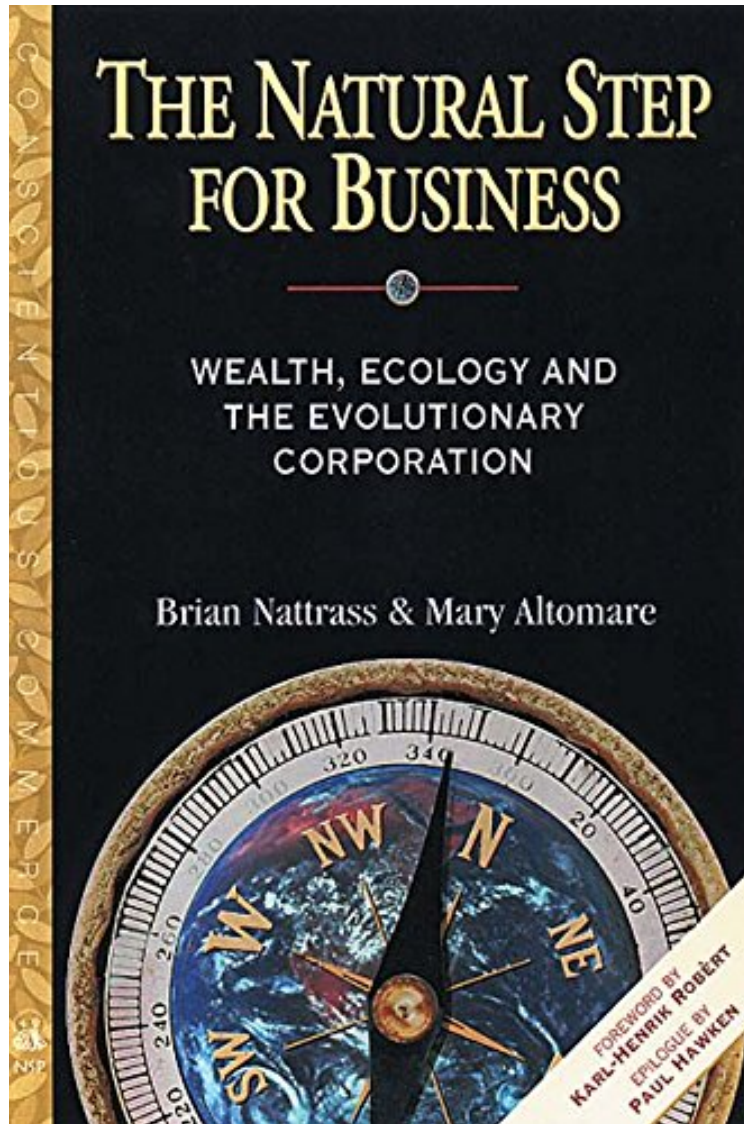


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The Natural Step for Business: Wealth, Ecology the Evolutionary Corporation (Conscientious Commerce)

Brian Nattrass, Mary Altomare
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Natural Step for Business is a required text for anyone with an eye to sustaining their business and having a positive impact on the world and the ecology around them. The book and its ideas challenge you to see the world as an interconnected place, and business as a part of the natural scheme of things. Sustainable business practices are inherently considerate of others and the world around them, and they are possible with deliberate choices and planning. It challenges us to think beyond the normal practices of business for me first, and to seek practices that do not trample any capitals, natural, human or economic under foot. The Natural Step covers the idea of how and why one should be concerned with sustainable ideas beyond our selves. What we do matters in the small and large scale of life, and if you don't believe so - I dare you to read and honestly consider the facts set forward in this book! It is worth its price, and actually returns more than you give for it! 0 of 0 people found the following review helpful. Interesting book
By P. Mulloy
This book takes on the idea that corporate profitability necessarily precludes care for the environment using examples from Sweden and the US. Natrass starts by providing the general theory, framework and principles and then shows how the program works using the examples of Ikea, Scandic Hotels, Interface Inc., and Collins Pine Co. He finishes up by summarizing the lessons learned from these actual experiences. This is an important book for those within organizations to use to encourage sustainability. 0 of 0 people found the following review helpful. Five Stars
By rosicky
Green business book

Employing a revolutionary science-based system for economical and environmental sustainability, The Natural Step for Business lays the groundwork for tomorrow's successful businesses.

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. About the Author
Brian Natrass: lawyer, CEO, Chairman of Earth Day International, and author of a book on corporate finance. Mary Altomare: academic administrator at Yale and Duke universities, and consultant with the World Bank and US AID. Both are now practice leaders for The Natural Step in North America.