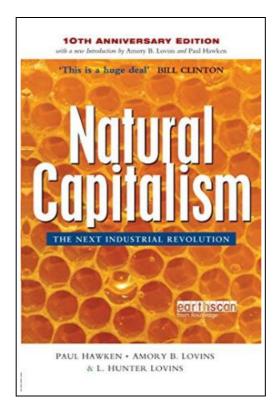
# Natural Capitalism



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## Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think. (Felicia Nikolaus)

#### **NATURAL CAPITALISM**



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Taylor & Francis Ltd. Aug 2012, 2012. Taschenbuch. Book Condition: Neu. 216x139x37 mm. Neuware - The first Industrial Revolution inaugurated 200 years of unparalleled material development for humankind. But the costs and the consequences are now everywhere evermore apparent: the living systems on which we depend are in retreat. Forests, topsoil, grasslands, wetlands, oceans, coral reefs, the atmosphere, aquifers, tundra and biodiversity are limiting factors - the natural capital on which all economic activity depends. And they are all in decline. Add to that a doubling of the world's population and a halving of available per capita resources in the first 50 years of the 21st century and the inevitability of change is clear.;This work offers forms of industry and commerce that can not only enhance enormously the wellbeing of the world's growing population, but will reverse the destruction and pollution of nature and restore the natural processes so vital to the future.;The book introduces four central and interrelated strategies necessary to perpetuate abundance, avert scarcity and deliver a solid basis for social development. The first of these is: Radical Resource Productivity - getting two, four, or even ten times as much from the same quantities of materials and energy. A revolution in efficiency that provides the most immediate opportunities for businesses to grow and prosper.;The second strategy is: Ecological Redesign - eliminating the very idea of waste by designing industrial systems on the model of ecological ones. Instead, for example, of digging minerals out of the ground only to return them to landfill at the end of the product cycle, industrial processes will be designed to reuse materials constantly, in closed circles.;The third strategy involves creating: A Service and Flow Economy - shifting from an economy of goods and purchases to one of service and flow, and redefining the...



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