

## Growing Business By Paul Hawken

A book about management, described by guru Peter Drucker as 'a first rate as an introduction for the non-manager and especially for the beginner, but equally excellent as a rounded, complete, and comprehensive `refresher course' for the most experienced executive.' Both a beginner's guide and a bible for one of the greatest social innovations of modern times: the discipline of management. Leading business editor Joan Magretta distils the wisdom of a bewildering sea of books and articles into one simple, clear volume, explaining both the logic of successful organisations and how that logic is embodied in practice by management. Newcomers will find the basics demystified. More experienced managers will recognise a store of useful wisdom and a framework for improving their own performance. In general, the book defines a common standard of managerial literacy that will help all of us to lead more effectively.

Since the industrial revolution, progress has meant an increase in labour productivity. Factor Four describes a new form of progress, resource productivity, a form which meets the overriding imperative for the future (sustainability). It shows how at least four times as much wealth can be extracted from the resources we use. As the authors put it, the book is about doing more with less, but this is not the same as doing less, doing worse or doing without. In 1972, the Club of Rome published Limits to Growth, which sent shock waves around the world by arguing that we were rapidly running out of essential resources. This Report to the Club of Rome offers a solution. It lies in using resources more efficiently, in ways which can already be achieved, not at a cost, but at a profit. The book contains a wealth of examples of revolutionizing productivity, in the use of energy; from hypercars to low-energy beef; materials, from sub-surface drip irrigation to electronic books, transport, video conferencing to CyberTran, and demonstrating how much more could be generated from much less today. It explains how markets can be organized and taxes re-based to eliminate perverse incentives and reward efficiency, so wealth can grow while consumption does not. The benefits are enormous: profits will increase, pollution and waste will decrease and the quality of life will improve. Moreover, the benefits will be shared: progress will no longer depend on making ever fewer people more productive. Instead, more people and fewer resources can be employed. While for many developing countries the efficiency revolution may offer the only realistic chance of prosperity within a reasonable time span. The practical promise held out in this book is huge, but the authors show how it is up to each of us, as well as to businesses and governments, to make it happen.

Entrepreneurship, 4th Edition delves into the trials and tribulations of entrepreneurship so students will have the necessary tools to start their own businesses. It provides coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. Up-to-date examples and references provide entrepreneurs with the most essential information.

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 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

Jump Start Your Business Brain details data-proven methods that can make your sales, marketing and business development measurably more effective. What makes this book unique is that the methods detailed are backed up with hard data. They're grounded in statistical analysis of the success and failures of more than 4,000 new products and services, and more than 6,000 innovation teams. The research quantifies the impact of a back-to-basic, customer-focused approach to sales, marketing and business development. The research also uncovers news regarding how you can measurably increase effectiveness in today's super-competitive, time-compressed and overstressed marketplace. It's the perfect book for today's up-and-coming executive.

The way brands communicate with their existing and target audience has undoubtedly transformed. One of the main reasons for this transformation is the increase in the popularity of social networking platforms. These days, an increasing number of brands are using visual media for communicating their brand's message. Social media has certainly revolutionized our lives. Instagram has stood the test of time and is now one of the most popular social networking platforms today. So, if your brand isn't already on Instagram, then there is no time like the present to get started. Instagram has been around for a while, but not a lot of people know how to make the most of its features. The creators of this platform keep introducing new features along with changes to the algorithm. So, it is quintessential that you stay on top of all the updates. In this book, you will learn about the things you need to increase your following on Instagram so you can maximize your profits. You will be given information about the different benefits you can reap by using Instagram. You will learn about various tips for choosing the perfect Instagram name and tricks to optimize your brand's Instagram profile. Apart from this, you will also learn about specific strategies for building your niche on Instagram and thoroughly engage your audience. Marketing on Instagram and how you can increase your following are also discussed in detail in this book. A combination of all these factors will ensure that your brand makes the most of all that Instagram has to offer. You will want to make sure that whatever strategy you start to use on Instagram is going to keep the focus on the brand that you have built and how that brand sees the world. Instagram is great for sharing videos and photos so make sure that when you connect the business with your followers, make sure that it stays consistent with your brand rather than straying away or showing things that just don't go together. Use your brand or company name in hashtags: the hashtags that you pick don't have to be complicated. If you already have a pretty good following on Instagram, or your brand name is well known, go ahead and use this as one of your hashtags. This will make it easier for your followers to find you because they can just search the name and find some of your posts. Make a follower famous: it is not just about your followers checking out your posts, it is about how you interact with your followers. Take the time to look over the pages of your followers and then like and share some of their posts. This helps to show the customers that you really appreciate them because you are acknowledging their cool posts and sharing them with others on your page. Be careful with this one though because some may be personal and you should always ask for permission beforehand if you are unsure whether they would like it shared or not. So, if you are ready to learn more, then let us get started immediately!

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.

ÒFacinating... There is at least as much to be learned here as from reading Peter Drucker John Kenneth Galbraith or Michael Porter.Ó  
ÐBoston 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.

"Scaling Lean offers an invaluable blueprint for modeling startup success. You'll learn the essential metrics that measure the output of a working business model, give you the pulse of your company, communicate its health to investors, and enable you to make precise interventions when things go wrong, "--Amazon.com.

"Regeneration is a response to the urgency of the climate crisis, a what-to-do manual for all levels of society, from individuals to national governments and everything and everyone in between. This four-color illustrated work describes a system of interlocking initiatives that aim to stem the climate crisis in one generation"--

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

Celebrates the power of nonviolence in a tribute to seventy-five of the world's peacemakers, including such spiritual leaders, activists, writers, and scientists as Jimmy Carter, Colin Powell, Jane Goodall, Coretta Scott King, and Mother Teresa.

#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

Three hundred years ago people made most of what they used, or got it in trade from their neighbours. Now, no one seems to make anything, and we buy what we need from shops. Gifts and Commodities describes the cultural and historical process of these changes and looks at the rise of consumer society in Britain and the United States. It investigates the ways that people think about and relate to objects in twentieth-century culture, at how those relationships have developed, and the social meanings they have for relations with others. Using aspects of anthropology and sociology to describe the importance of shopping and gift-giving in our lives and in western economies, Gifts and Commodities: \* traces the development of shopping and retailing practices, and the emergence of modern notions of objects and the self \* brings together a wealth of information on the history of the retail trade \* examines the reality of the distinctions we draw between the impersonal economic sphere and personal social sphere \* offers a fully interdisciplinary study of the links we forge between ourselves, our social groups and the commodities we buy and give.

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.

"Timely and important . . . It should be our North Star for the recovery and beyond." --Hillary Clinton "Sperling makes a forceful case that only by speaking to matters of the spirit can liberals root their belief in economic justice in people's deepest aspirations--in their sense of purpose and self-worth." --The New York Times When Gene Sperling was in charge of coordinating economic policy in the Obama White House, he found himself surprised when serious people in Washington told him that the Obama focus on health care was a distraction because it was "not focused on the economy." How, he asked, was the fear felt by millions of Americans of being one serious illness away from financial ruin not considered an economic issue? Too often, Sperling found that we measured economic success by metrics like GDP instead of whether the economy was succeeding in lifting up the sense of meaning, purpose, fulfillment, and security of people. In Economic Dignity, Sperling frames the way forward in a time of wrenching change and offers a vision of an economy whose guiding light is the promotion of dignity for all Americans.

From the leading voice in the "shared capitalism" movement comes a manifesto for spreading wealth and creating a truly

democratic society.

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 restauranteering, 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.

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

The world has changed in the seventeen years since the controversial initial publication of Paul Hawken's *Ecology of Commerce*, a stirring treatise about the perceived antagonism between ecology and business. Yet Hawken's impassioned argument—that business both causes the most egregious abuses of the environment and, crucially, holds the most potential for solving our sustainability problems—is more relevant and resonant than ever. Containing updated and revised material for a new audience, *The Ecology of Commerce* presents a compelling vision of the restorative (rather than destructive) economy we must create, centered on eight imperatives: Reduce energy carbon emissions 80 percent by 2030 and total natural resource usage 80 percent by 2050. Provide secure, stable, and meaningful employment to people everywhere. Be self-organizing rather than regulated or morally mandated. Honor market principles. Restore habitats, ecosystems, and societies to their optimum. Rely on current income. Be fun and engaging, and strive for an aesthetic outcome.

Uses research conducted in Europe to argue that America's food supply contains toxins that can be blamed for increases in such conditions as ADHD, allergies, cancer, and asthma among children.

“No two exit experiences are exactly alike. Some people wind up happy with the process and satisfied with the way it turned out while others look back on it as a nightmare. The question I hope to answer in this book is why. What did the people with ‘good’ exits do differently from those who’d had ‘bad’ exits?” When pioneering business journalist and Inc. magazine editor at large Bo Burlingham wrote *Small Giants*, it became an instant classic for its original take on a common business problem—how to handle the pressure to grow. Now Burlingham is back to tackle an even more common problem—how to exit your company well. Sooner or later, all entrepreneurs leave their businesses and all businesses get sold, given away, or liquidated. Whatever your preferred outcome, you need to start planning for it while you still have time and options. The beautiful part is that if you start early enough, the process will lead you to build a better, stronger, more resilient company, as well as one with a higher market value. Unfortunately, most owners don’t start early enough—and pay a steep price for their procrastination. Burlingham interviewed dozens of entrepreneurs across a range of industries and identified eight key factors that determine whether owners are happy after leaving their businesses. His book showcases the insights, exit plans, and cautionary tales of entrepreneurs such as Ray Pagano: founder of a leading manufacturer of housings for security cameras. He turned down a bid for his company and instead changed his management style, resulting in a subsequent sale for four times the original offer. Bill Niman: founder of the iconic Niman Ranch, which revolutionized the meat industry. He learned about unhappy exits when he was forced to sell to private equity investors, leaving him with nothing to show for his thirty-five years in business. Gary Hirshberg: founder of organic yogurt pioneer Stonyfield Farm. He pulled off the nearly impossible task of finding a large company that would buy out his 275 small investors at a premium price while letting him retain complete control of the business. Through such stories, Burlingham offers an illuminating and inspirational guide to one of the most stressful, and yet potentially rewarding, processes business owners must go through. And he explores the emotional challenges they face at every step of the way. At the end of the day, owning a business is about more than selling goods and services. It’s about making choices that shape your entire life, both professional and personal. *Finish Big* helps you figure out how to face your future with confidence and be able to someday look back on your journey with pride.

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

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.

### Growing a BusinessSimon and Schuster

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 s to his role as a founder of the global green building movement.

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.

Growth is a clear goal for ambitious entrepreneurs and leaders. It's often a short hand for business - and wider economic - success. But it's not without its pitfalls and challenges, and planning for, and managing, a growing business needs careful thought. Take, for example, the start-up facing for the first time the need to balance flexibility with more structure. Or a larger business tackling a range of divisions evolving at different speeds. Or an inspirational owner-founder confronting the need to step back and let other take the business forward. These are the kinds of challenges that Growing a Business tackles head-on. Drawing on a wide range of models and research and using case studies from across the business world, it offers practical advice and guidance on a whole range of topics, including: the different types and stages of growth; predicting the problems presented by growth; identifying growth triggers and barriers; the implications of growth: financially, culturally and for the people involved in the business. Growing a Business is required reading for owners and managers looking to understand a foster growth in their businesses.

Scaling a business is not for the faint of heart. It's a mind-bending journey that causes millions of business owners around the globe to either throw in the towel—or avoid risk entirely and suffer from smallness and mediocrity. Most of these businesses fail because they are ill prepared to face the real challenges involved in scaling. Either they don't have the bandwidth to keep up with the sales demand or production, miss out on major opportunities due to fear, or keep making the same mistakes over and over because systems and processes aren't in sync with the rate of growth. To truly scale, you must upsize your strategic practices, implement new marketing strategies, find new ways to build your team, and expand your mindset to break through whatever is keeping you stuck at the same level. Then you must be willing to take the leap into the giant unknown – to make your impossible possible. In Scale or Fail, author Allison Maslan—who has successfully scaled ten companies from scratch and has guided thousands of small businesses to do the same—shares her revolutionary SCALEit Method ® for successfully growing, replicating, and expanding your business. She also shares pivotal mindset strategies she's used to break the fear barrier as a trapeze artist so you can move past any obstacle, take strategic Big Picture risks, and fulfill your dreams of business expansion and skyrocketing profit. Featuring a wealth of real-life success stories, visual tools, and exercises that are prescriptive and inspirational, Scale or Fail offers proven scaling strategies and a proactive approach to: Create your Big Picture Vision and build a plan to achieve it Produce an ever-flowing stream of cash flow with consistent profits Establish a powerhouse team that functions well without you Become a true leader and feel like you deserve your success Improve systems and processes that facilitate scaling Get

past the mental and strategic pitfalls that cause revenue bottlenecks Scale or Fail is adaptable to any type of business—manufacturing, consumer goods, a brick and mortar, a digital service, a wholesaler, a consulting service, and everything in between. Whether you're six figures and scaling to seven. . . or in the seven figures and scaling to eight or even nine, Scale or Fail provides the roadmap to multiply your business growth—and empower you to soar in the air with the greatest of ease.

- 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.

"America's greenest CEO" and the hero from the award-winning documentary "The Corporation" makes the urgent, compelling case that sustainable business pays. His story is now legend. In 1994, after reading *The Ecology of Commerce* by Paul Hawken, Ray Anderson felt a "spear in the chest" the founder of Interface, Inc., a billion-dollar carpeting manufacturer, realized that his company was plundering the environment and he needed to steer it on a new course. Since then, Interface has cut its greenhouse gas emissions by 82%, and the goal is to reach zero environmental

footprint by 2020. Thoughtful and winning, *Confessions of a Radical Industrialist* shows how Anderson revolutionized his company, in the process bringing costs down, improving quality, making it one of "Fortune"'s "100 Best Companies to Work For" -- and driving up profits. "The publisher has aimed for sustainability in all aspects of this book's production, from the inks and glues to the trim size. The interior paper is 100% post-consumer recycled, certified by the Forest Stewardship Council, and ancient-forest friendly. Instead of a jacket, the cover boards are wrapped in 100% recycled paper stock coated in a biodegradable varnish - and these are just two examples among many." "From the Hardcover edition."

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

*Mercy Among the Children* received effusive praise from the critics, was nominated for a Governor General's Award and won the Giller Prize. It was named one of 2000's best books, became a national bestseller in hardcover for months, and would be published in the US and UK. It is seen, however, as being at odds with literary fashion for concerning itself with good and evil and the human freedom to choose between them — an approach that puts Richards, as Maclean's magazine says, firmly in the tradition of Tolstoy and Dostoevsky. Author Wayne Johnston recounts hearing Richards read in 1983 and being struck by his unqualified love for every one of his characters, even though "it was not then fashionable to love your characters". Pottersfield Portfolio editor Tony Tremblay calls Richards the most misunderstood Canadian writer of the century, and a "great moralist", comparing him to Morley Callaghan, Kafka and Melville. As a boy, Sydney Henderson thinks he has killed Connie Devlin when he pushes him from a roof for stealing his sandwich. He vows to God he will never again harm another if Connie survives. Connie walks away, laughing, and Sydney embarks upon a life of self-immolating goodness. In spite of having educated himself with such classics as Tolstoy and Marcus Aurelius, he is not taken seriously enough to enter university because of his background of dire poverty and abuse, which leads everyone to expect the worst of him. His saintly generosity of spirit is treated with suspicion and contempt, especially when he manages to win the love of beautiful Elly. Unwilling to harm another in thought or deed, or to defend himself against false accusations, he is exploited and tormented by others in this rural community, and finally implicated in the death of a 19-year-old boy. Lyle Henderson knows his father is innocent, but is angry that the family has been ridiculed for years, and that his mother and sister suffer for it. He feels betrayed by his father's passivity in the face of one blow after another, and unable to accept his belief in long-term salvation. Unlike his father, he cannot believe that evil will be punished in the end. While his father turns the other cheek, Lyle decides the right way is in fighting, and embarks on a morally empty life of stealing, drinking and violence. A compassionate, powerful story of humanity confronting inhumanity, it is a culmination of Richards' last seven books, beginning with *Road to the Stilt House*. It takes place in New

Brunswick's Miramichi Valley, like all of his novels so far, which has led some urban critics to misjudge his work as regional — a criticism leveled at Thomas Hardy, Joseph Conrad and Emily Bronte in their own day. Like his literary heroes, Richards aims to evoke universal human struggles through his depiction of the events of a small, rural place, where one person's actions impact inevitably on others in a tragic web of interconnectedness. The setting is extremely important in Richards' work, "because the characters come from the soil"; but as British Columbia author Jack Hodgins once told Richards, "every character you talk about is a character I've met here in Campbell River".

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.

*Entrepreneurial Small Business (ESB)* provides students with a clear vision of small business as it really is today. It focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with financial security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com and the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

*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.

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.

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