

Natural Capitalism by L. Hunter Lovins, Amory Lovins & Paul Hawken

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Description Natural Capitalism by L. Hunter Lovins, Amory Lovins & Paul Hawken

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

From Publishers Weekly Aug 30, 1999 – Hawken (*The Ecology of Commerce*) and Amory and Hunter Lovins of the Rocky Mountain Institute, an environmental think tank, have put together an ambitious, visionary monster of a book advocating "natural capitalism." The short answer to the logical question (What is natural capitalism?) is that it is a way of thinking that seeks to apply market principles to all sources of material value, most importantly natural resources. The authors have two related goals: first, to show the vast array of ecologically smart options available to businesses; second, to argue that it is possible for society and industry to adopt them. Hawken and the Lovinses acknowledge such barriers as the high initial costs of some techniques, lack of knowledge of alternatives, entrenched ways of thinking and other cultural factors. In looking at options for transportation (including the development of ultralight, electricity-powered automobiles), energy use, building design, and waste reduction and disposal, the book's reach is phenomenal. It belongs to the galvanizing tradition of Frances Moore Lapp's *Diet for a Small Planet* and Stewart Brand's *The Whole Earth Catalog*. Whether all that the authors have organized and presented so earnestly here can be assimilated and acted on by the people who run the world is open to question. But readers with a capacity for judicious browsing and grazing can surely learn enough in these pages to apply well-reasoned pressure. Charts and graphs, with accompanying CD-ROM.

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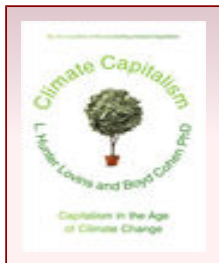


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