

Capitalism is indeed at a crossroads, facing international terrorism, worldwide environmental change, and an accelerating backlash against globalization. Your company is at a crossroads, too: finding new strategies for profitable growth is now more challenging than it has ever been. Both sets of problems are intimately linked. In this book you'll learn how to identify sustainable products and technologies that can drive new growth while also helping to solve today's most crucial social and environmental problems. Drawing on his experience consulting with leading companies and NGOs worldwide, Hart shows how to become truly indigenous to all your markets—and avoid the pitfalls of traditional 'greening' and 'sustainability' strategies. This book doesn't just point the way to a capitalism that is more inclusive and more welcome: it offers specific techniques you can use to recharge innovation, growth, and profitability in your enterprise.

Stuart L. Hart is one of the world's top authorities on the implications of sustainable development and environmentalism for business strategy. He is currently the S.C. Johnson Chair of Sustainable Global Enterprise and Professor of Management at Cornell's Johnson Graduate School of Management. He also serves as senior research fellow at both the Davidson Institute (University of Michigan) and Tilburg University in the Netherlands.

Hart wrote the seminal article "Beyond Greening: Strategies for a Sustainable World," which won the McKinsey Award for Best Article in Harvard Business Review in 1997, and helped launch the movement for corporate sustainability. With C.K. Prahalad, he also wrote the pathbreaking 2002 article "The Fortune at the Bottom of the Pyramid," which first articulated how business could profitably serve the needs of the four billion poor in the developing world.

Praise for Capitalism at the Crossroads

"Capitalism at the Crossroads is built on strong theoretical underpinnings and illustrated with many practical examples. The author offers a pioneering roadmap to responsible macroeconomics and corporate growth."

—**Clayton Christensen**, Professor of Business Administration, Harvard Business School and author of *The Innovator's Dilemma*

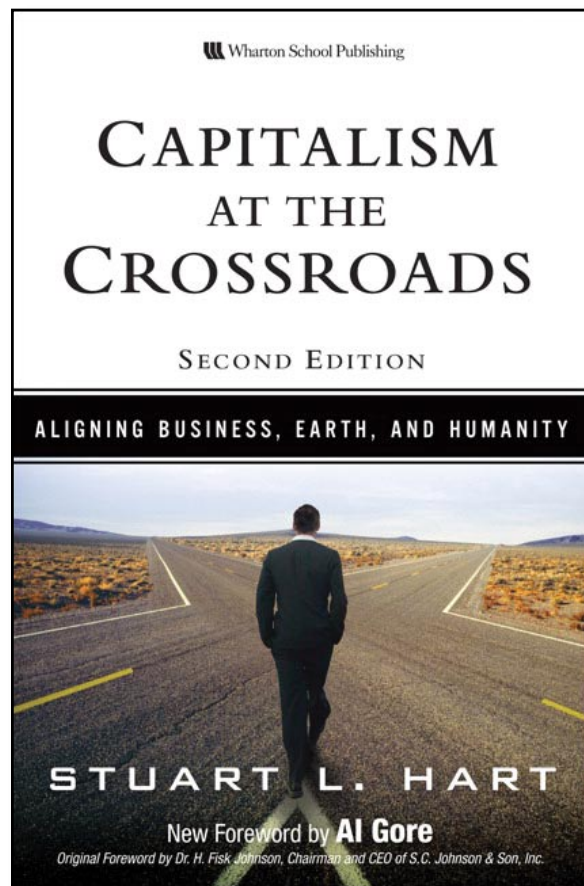
"I hope this book will be able to influence the thought processes of corporations and motivate them to adapt to forthcoming business realities for the sake of their own long-term existence. Besides business leaders, this is a thought-provoking book for the readers who are looking for solutions to capitalism's problems."

—**Muhammad Yunus**, Founder and Managing Director, Grameen Bank, Bangladesh and 2007 Nobel Peace Prize recipient

"Capitalism at the Crossroads is a practical manifesto for business in the twenty-first century. Professor Stuart L. Hart provides a succinct framework for managers to harmonize concerns for the planet with wealth creation and unambiguously demonstrates the connection between the two. This book represents a turning point in the debate about the emerging role and responsibility of business in society."

—**C.K. Prahalad**, co-author of *Competing for the Future* and author of *The Fortune at the Bottom of the Pyramid*

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