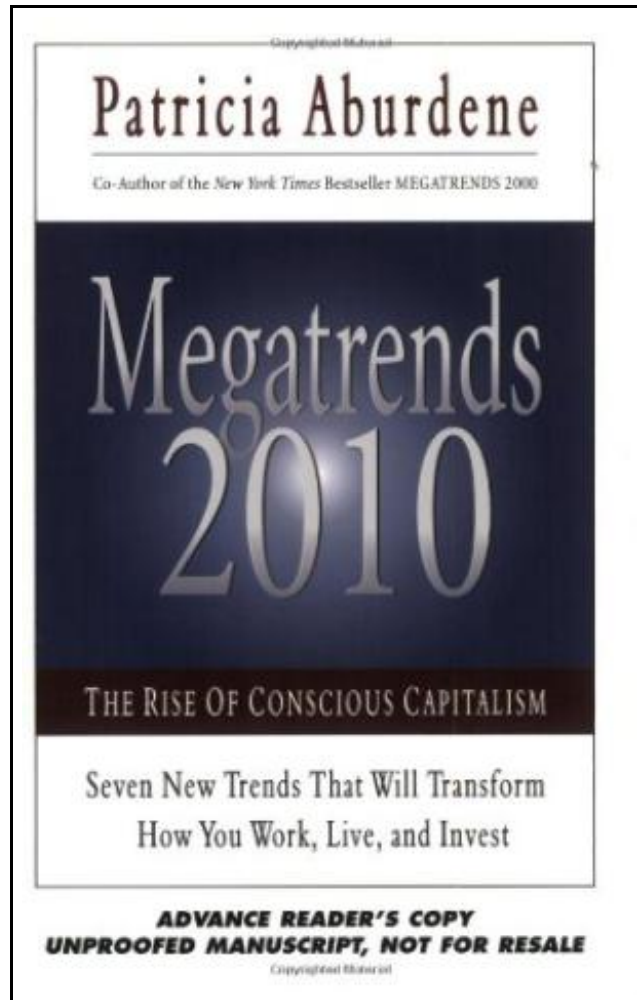


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Hampton Roads Publishing Co, United States, 2005. Hardback. Book Condition: New. 223 x 160 mm. Language: English . Brand New Book. In Megatrends and Megatrends 2000, both number-one bestsellers, authors John Naisbitt and Patricia Aburdene predicted the shift from an industrial to an informational economy, the booming 1990s and the power of High Tech/ high touch. Today, information technology is a trillion-dollar sector. Today's business world is undergoing massive change. As corporate scandals, the tech bubble and a mistrustful public compel business to demonstrate ethics, trust and integrity, a grassroots movement of CEOs, investors, consumers and ordinary managers are living the ideology of Conscious Capitalism. Megatrends 2010 tells you how to capitalize on the changes ahead. Highly successful business leaders at all levels are themselves using a variety of consciousness transforming practices and encouraging their colleagues to affirm socially responsible values at work. As more people turn inward to embrace spirituality and values, leading-edge companies have discovered that social and environmental values enhance profit and productivity. Once in a great while a book comes along that challenges conventional wisdom and opens the floodgates to the future. Megatrends 2010's blend of meaning, morals and bottom-line economics celebrates the demise of Business as Usual and the birth of Conscious Capitalism. Megatrends 2010: Explains why firms like Timberland, Wainwright Bank, 3M, Chiquita Brands, Motorola, Intel and others are taking a stand for corporate social responsibility. Shows that more than 63 million Conscious Consumers prefer to buy from companies who share or reflect their values and lifestyle. Describes the surprising power of conscious techniques to enhance productivity. Shows that socially responsible and green funds often outperform mainstream mutual funds. Explores the New Economy of Consciousness and the quest for ethics in business within the legal confines of modern capitalism.



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