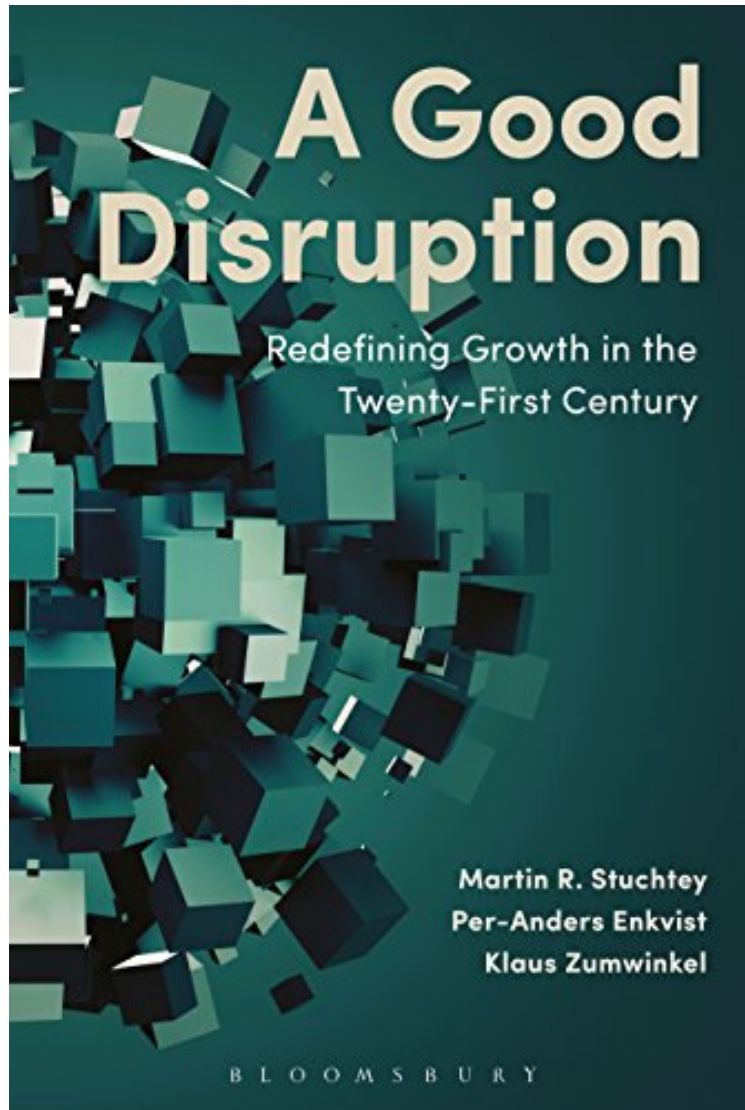


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A Good Disruption: Redefining Growth in the Twenty-First Century

Martin Stuchtey, Per-Anders Enkvist, Klaus Zumwinkel
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Martin Stuchtey, Per-Anders Enkvist, Klaus Zumwinkel : A Good Disruption: Redefining Growth in the Twenty-First Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Good Disruption: Redefining Growth in the Twenty-First Century:

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Disruptive technology is one of the defining economic trends of our age, transforming one major industry after another. But what is the true impact of such disruption on the world's economies, and does it really have the potential to solve global problems such as low growth, inequality and environmental degradation? The provocative answer is that such disruption could indeed solve many of these issues, but that it won't... at least, not on its current trajectory. *A Good Disruption* highlights some of the huge costs that are at stake, and argues that managing such disruption will be the defining business challenge of the next decade. In order for us to meet that challenge, the book sets out a bold and inspirational vision for a more robust and sustainable economic model. Rich in relevant case studies, and incorporating industry examples from around the world, *A Good Disruption* accomplishes the remarkable feat of synthesizing key contemporary trends into a coherent world view of how to seize the potential of our collective futures. This is essential reading for policy makers, politicians, business executives and social scientists, as well as anyone who wants a deeper understanding of the impact of disruptive technology and how it can be transformed into a major force for the global good.

"*A Good Disruption* makes a compelling case for redefining economic prosperity, unlocking creativity and kickstarting regenerative cycles in the digital age." - Ellen MacArthur, Founder, the Ellen MacArthur Foundation
"*A Good Disruption* convincingly argues that, to reconcile growth, planetary boundaries and human wellbeing, we have to step into the engine room of our industrial system and make it net positive by design. The good news is that this is no longer a dream; but a choice. A choice we must make." - Paul Polman, CEO, Unilever
"*Inspired and inspirational* hellip; in its portrayal of what we can do and create if we anticipate, think, design and organize. It is beautifully written by those who know how to deliver as well as how to analyse. It is a tremendous achievement." - Nicholas Stern, IG Patel Professor of Economics and Government, London School of Economics and President of the British Academy
"*An essential eye-opening book for the urgently-needed paradigm shift away from the depleting economic models of today, and towards a more positive dynamic for the economy, natural resources and people.*" - Antoine Freacuterot, Chairman and CEO, Veolia
"*The authors are to be doubly commended: for balancing an urgent case against the status quo with optimism about the scope for change, and for combining the call for a new global mindset with practical recommendations that we should be implementing now. Makes a compelling case for the new models of production and consumption we must surely develop.*" - Matthew Taylor, Chief Executive, RSA
"*This well-written book should be read by anyone who wants a prosperous and environmentally sustainable world.*" - Adair Turner
About the Author
Martin R. Stuchtey is founder and managing partner of SystemiQ Ltd, a specialist for large-scale environmental programs. Previously, he worked at McKinsey in various leadership positions, most recently as Director of the Center for Business Environment. He is a strategic advisor to the World Economic Forum and a professor for resource strategies. Per-Anders Enkvist was a consultant with McKinsey for 15 years, for the last seven of which he was a partner in its sustainability practice. He was the global leader of McKinsey's work on climate change and a co-leader of its work on the circular economy. Per-Anders recently founded his own consultancy, Material Economics. After 10 years as a senior partner at McKinsey, Klaus Zumwinkel became CEO of Germany's largest mail order group, and subsequently of the German postal service, now Deutsche Post DHL. He has also served on numerous boards, including Lufthansa, Morgan Stanley and Deutsche Telekom.