



Press Release

Praise for *The Nature of Business*

In times, when business leaders are struggling with volatility and uncertainty about the future of their organisations, Giles Hutchins lays out a path for transformational change. Giles guides us to the essence of the role of business in society. By closing each module with a set of pertinent and personal questions, *The Nature of Business* is not just a very entertaining read, but also a redoubtable sparring partner. A must read for everyone involved in the business of the future... and aren't we all? - [Mick Bremans, Chairman, Ecover](#)

For organisational leaders, *The Nature of Business* represents a compelling invitation and a comprehensive map for the journey not only toward sustainability but toward “thrivability.” It outlines the principles and practices necessary for life to thrive at every level – individual, organization, customer, community and biosphere. Thoroughly researched, with bite-sized but powerful case studies sprinkled throughout, it sparks insights and ideas at every turn. For the survival of our species, my greatest hope is that leaders everywhere will embark on the journey Giles Hutchins describes in this important book. - [Michelle Holliday, Principal of Cambium Consulting and author of *Humanity 4.0*](#)

Giles Hutchins shows how we can sidestep the Black Swans of breakdown — and ride the Green Swans of breakthrough. - [John Elkington, Executive Chairman, Volans and author *The Zeronauts: Breaking the Sustainability Barrier*](#)

In just a few short years corporations have had operating models transformed by the natural sharing instincts of the Facebook generation. Where once knowledge was power, it is now considered almost part of the Commons. The mechanistic engineered model of management with corporate hierarchies with their emphasis on symmetry and faux linear authority is giving way to styles more akin to eco-systems. We are creatures not cogs and our ability to slough off the old certainties enforced by the clock and the conveyor belt are testament to a new movement in which business will be increasingly developed on biological lines instilling resilience and adaptability rather than command control rigidity. These are exciting times and the roar you hear in the background is of dinosaurs howling at a meteor crossing the night sky. This book is important for anyone seeking a roadmap to the future. It gives no certainty, nor should it, but it does give insight into the direction of travel. - [Tim Smit, Founder of The Eden Project](#)

Ever since I stood under a tree as a young boy - I was inspired by nature. It never tries to reattach the leaves that dropped in the fall to the branches in the spring. Nature has no unemployed, and is incapable of producing something no one desires. Giles takes us through this remarkable world of business seen through the eyes of nature. Finally a guide to take this to the next level! - [Gunter Pauli, Founder of ZERI & The Blue Economy](#)

It is clear that as business people we need another mindset. One that challenges preconceptions and builds new models, freeing our businesses to become more resilient and be able to thrive in a rapidly changing and resource constrained world. Giles has drawn together a compelling read for anybody interested in creating a better future. - [Andy Wood, CEO of Adnams](#)

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Praise for *The Nature of Business* continued

This book not only brings together the current best practice and analysis of transformational business, but also seeks to find solutions. Giles Hutchins has for many years been an innovative thinker based squarely in business and this book demonstrates that thought leadership, the book leaves me thinking much more clearly and feeling inspired to transform. There is a quote from Albert Einstein that comes to mind - “we cannot solve our problems with the same thinking we used to create them”, Giles in this book brings that to the fore. - [Paul Drukman, CEO of The International Integrated Reporting Council](#)

Business faces enormous disruptive challenges in the next decade. For businesses to thrive in face of these pressures they must first protect nature, then learn from it and finally immerse themselves seamlessly with natural systems. Giles has found an elegant, engaging way of helping businesses to ask how they will do this. - [Mike Barry, Head of Sustainable Business, Marks & Spencer](#)

Giles Hutchins has taken a big idea, and in nine easy modules, peppered with examples and checklists, takes the reader on a journey to a resilient firm of the future, starting today. - [Catherine Cameron, Director of Agulhas; Senior Associate at the University of Cambridge Programme for Sustainability Leadership; Visiting Fellow at the Smith School of Enterprise & the Environment at the University of Oxford](#)

A timely, paradigm-shifting book, reframing how business can thrive in the challenging times ahead whilst being a force for good. Giles Hutchins powerfully blends insights from human nature and nature, brilliantly applying them to business transformation for organisations of all shapes and sizes. He provides a compelling pathway for business leaders and change agents ready to make transformative change in their organisations. This is a brave book and a must read for those seeking to make positive change happen in business and beyond. - [Hunter Lovins, President of Natural Capitalism Solutions and Co-Author of Natural Capitalism](#)

After 3.8 billion years of evolution Nature knows what works – and what doesn’t. So why not learn from Nature rather than trying to master it? With a diverse range of business cases from around the world, Giles Hutchins shows us how companies like Nike, Nokia, Unilever and many more are applying Nature’s principles to transform their business models into truly sustainable ones. A must-read for those who want to learn how to play by the rules of Nature – so they can create value for the benefit of people, planet and the financial bottom line. - [Tania Ellis, international speaker, social business advisor and author of The New Pioneers](#)

There is an energy, a pulse, a reverberating urgency that calls us to reflect and then take action in this book. Giles Hutchins combines the heat of deep feeling with analysis and insight, but most of all I like that he questions the reader and encourages our participation. With clarity and a sure touch he invites us to travel a journey, remembering our indebtedness to nature, our inter-connectedness with each other and all life, and the adventure of coming back into alignment with our potential. This book scores a line in the sand and invites us to step across, raise our voices, become visible, and engage. Now, and for all time. - [Tim Macartney – Director of Embercombe and author of Finding Earth, Finding Soul](#)

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Press Release

Praise for *The Nature of Business* continued

Infused with ancient wisdom, and in equal parts provocative and practical, this book serves as a compass for business leaders to build the firm of the future – a firm that creates conditions conducive to life and well-being. Hutchins compellingly connects value creation, human constituents, and natural foundations of business. The book is a rich source of inspiration and practical advice, bound to become a reference for business leaders and those teaching students of business.

To be viable, the firm of the future will need to create conditions conducive to life and well-being. This book beautifully maps the transformative journey for today's and tomorrow's leaders. - [Dr. Monika Winn, Winspear Scholar and Professor, Business Strategy and Sustainability, Director, Centre for Social and Sustainable Innovation](#)

To remain successful, organizations need to continuously adapt to economic, financial, sociological and technological changes. At Atos we recognize that the current volatile times call for transformations at all levels of the organization, from infrastructure and processes to people and culture. Under the inspirational guidance of Giles we pioneered the Firm of the Future approach and engaged our clients and partners on this exploratory path to a more sustainable and agile business ecosystem. This book will be an inspiration to the leaders of the future and I highly recommend it to anyone ready to be inspired by nature. - [Marianne Hewlett, Senior Vice President, Atos International](#)

This book skilfully serves to remind us that the predominant business paradigm that prioritises the interests of the few to the detriment of the wider needs of society and the environment is, far from being inevitable, a barrier to future business success. Giles Hutchins delivers a refreshingly positive message throughout, teaching us how the principles of nature provide us with the metaphor for a genuinely sustainable model for business and inspiring business leaders to grasp the mettle for transformation change. - [Dermot Egan, Co-founder of The Hub.](#)

As we draw more and more on the earth's resources, we have compromised almost to breaking point the earth's carrying capacity and its ability to self-heal. The title of this book, *The Nature of Business*, holds a basic truth we have all but forgotten but are rapidly having to re-learn – that human activity and the natural environment are interlocked, one wholly dependant on the other for sustenance, each dependant on the other for survival. In our consumer-driven society, nowhere is this process of re-education more urgent than in the businesses which mediate our call on natural resources. Giles Hutchins' biomimetic approach applies principles based on the form and function of natural systems to construct a new paradigm for doing business, working in partnership with nature to help create a more sustainable future. The simple message is that respecting the environment and enhancing social value also makes good business sense. In a resource-constrained and environmentally-stressed future, firms embracing this concept will stand the best chance of survival. Illustrative case studies point to the good news that these so-called firms of the future are already among us, in their turn influencing business practices up and down their supply chains. A transformative book in its own right, *The Nature of Business* should be read by everyone engaged in the future-proofing of their business. - [Gev Eduljee, Director of External Affairs SITA UK](#)

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Praise for *The Nature of Business* continued

This book is bold response to the challenging times we are in. It provides very thought provoking material for anyone considering the sustainability of their operating models. At Business in the Community we believe that businesses need to make transformational changes to their products and services to thrive and survive in the future and we welcome tools like this that prompt business leaders to ask the big questions now and to have the courage to make fundamental changes for the long term. - [Stephen Howard](#), Chief Executive, Business in the Community

This book is the most positive, inspiring and practical guide I have seen. It offers a comprehensive approach to changing organisations, especially wealth-creating businesses, drawing on the most beautiful and elegant ideas from nature and a subtle appreciation of human nature. I will use it on the courses I teach, and in my own political and organisational activism. - [Jonathan Gosling](#), Professor of Leadership Studies, Exeter University Business School

In writing *The Nature of Business* Giles has provided the business community with a hugely practical book which is succinctly able to make the case for transforming ourselves and our business strategies to being more in tune with nature, and provides us with the tools and case studies to help us achieve this. - [Simon Robinson](#), editor of *The Transition of Consciousness* website and independent sustainability consultant

Simply the best new book on business and management in many years! Hutchins combines the latest understanding of ecology, biology, sociology and behavioural science with a review of the best company practices and applications. If more company executives use this book as their guide to our global common future, we might actually see acceleration of the needed shift underway to long-term sustainability and a cleaner, greener, more equitable, information-rich global economy. - [Hazel Henderson](#), D.Sc.Hon. FRSA, author *Building A Win-Win World* and other books, President, Ethical Markets Media (USA and Brazil)

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