

THE NATURE OF BUSINESS

Redesigning for resilience

Giles Hutchins

- A manifesto for a new business paradigm
- Offers the concepts, tools and techniques needed to create resilient, adaptive businesses capable of flourishing in turbulent times

"A must-read for everyone involved in the business of the future."

Mick Bremans, Chairman, Ecover

"This is a brave book and a must-read for those seeking to make positive change happen in business and beyond."

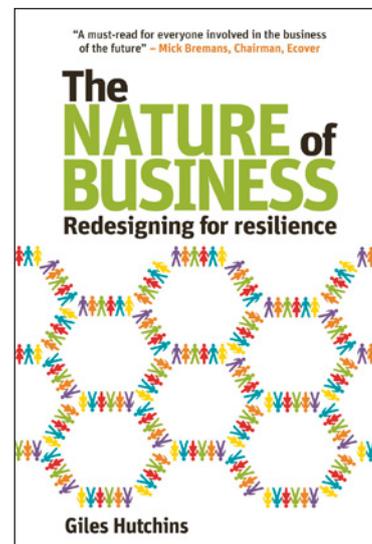
Hunter Lovins, President of Natural Capitalism Solutions and co-author of Natural Capitalism

This book sets out a new business paradigm. Author Giles Hutchins presents the challenges to the prevailing 'business as usual' model, explains the pressing need for transformational change, and reveals the concepts and mindsets necessary to inspire the businesses of tomorrow.

Going beyond current approaches to responsible and green business, Hutchins focuses on the emergence of new ways of operating and creating value in an increasingly volatile and interconnected world. He makes the compelling case that businesses should seek to mimic behaviours and organisations found in nature, which offer fitting models for businesses capable of flourishing in chaotic and uncertain times. The firm of the future, he argues, will build resilience, optimise, adapt, integrate systems, navigate by values and support life-building activities. It will be a business inspired by nature.



The Author: Giles Hutchins is a management consultant with over 15 years of business and IT transformation experience, formerly with KPMG and Atos International. His passion is exploring ways of applying nature's inspiration to sustainable business transformation. Drawing on a range of theories and practices (such as biomimicry, cradle-to-cradle and industrial ecology), he applies them to the challenges businesses face today, providing practical insight and guidance to help organisations redesign for resilience in these volatile times. Giles blogs at <http://thenatureofbusiness.org> Join in the online discussion at www.businessinspiredbynature.com/natureofbusiness



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- Human nature and nurture
- Catalysts for transformation
- Techniques for transformation
- Inspiration for transformation
- Conclusions

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