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Bruce Piasecki

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Fifty-one of the world's top 100 economies are now corporations. More than 40 percent of world trade now takes place within multinational corporations. We now know that the world is flat, but what does that mean for the future of business and society?

Dr. Bruce Piasecki, one of the top energy and environmental consultants to companies such as Toyota, BP, Chevron, DuPont and Dow Chemical, provides a groundbreaking new work showing that social response by firms will be the new benchmark by which corporations will be judged and can drive profits.

As power moves into the hands of corporations, the world is looking to corporations instead of governments to solve its problems. The corporations that can best address social issues by creating superior products will thrive and profit in this new world.

"A rare but important vision into our future world-a robust world where 'buy and sell' decisions are made not only on the basis of price, quality and availability but also on the basis of environmental, social and economic criteria..." -Bill Sugar, Senior Director, Anheuser-Busch Corporation

"By linking environmental and social performance to product differentiation at major companies such as Toyota and HP, Bruce Piasecki has illuminated an important source of competitive advantage and stock value in the 21st century."

-Dr. Chris Laszlo, Founding Partner, Sustainable Value Partners

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