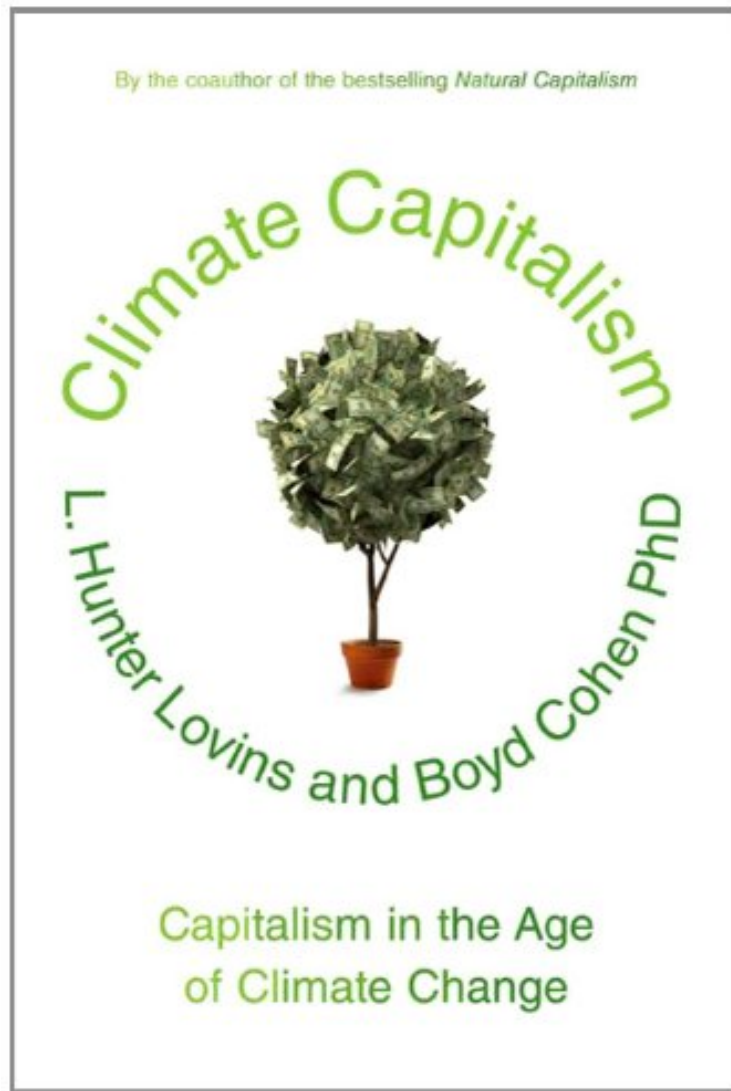


Climate Capitalism: Capitalism in the Age of Climate Change

L. Hunter Lovins, Boyd Cohen
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all fossil fuel use asap. Why is the corporate world holding on to at least 2 trillion dollars without investing in these processes? Why is Congress not willing to tax the corporate world for this behavior? I am glad to have purchased this book from and am sharing it with all my friends in the People for a Healthy Environment, Inc. of which I am member. 5 of 6 people found the following review helpful. Important read By Harbinger Since reading Natural Capitalism over ten years ago, I've been a student of Hunter's. With Climate Capitalism, I now have a vital, updated manual on the practical application of business to solve our society's problems - at a profit. Hunter knows from her years of advising business leaders around the world that companies are successful when they "connect the dots" of social, environmental, and financial capital. Her economic instincts are proven and prescient, and Climate Capitalism is a foundational book for people who sense the opportunities presented by the historic disruptions around us. Climate Capitalism is also particularly helpful for those of us who need real examples that we can use to get our own companies and clients to stop struggling with these disruptions and instead use them to gain competitive advantage. But Climate Capitalism is not just another book you can read to comfortably confirm your old biases. Even those with deep knowledge of systems thinking and sustainability principles will be confronted with different perspectives that will get them back to the roots of their wisdom and fortify their resolve to win. Like spinach for Popeye, Climate Capitalism should be consumed regularly and especially in times of need (like now, for example). 0 of 0 people found the following review helpful. Very nice. By CAROLINA LANDER Ordered as a gift for a friend. Very good and it was what they needed for the thesis to graduate.

Believe in climate change. Or don't. It doesn't matter. But you'd better understand this: the best route to rebuilding our economy, our cities, and our job markets, as well as assuring national security, is doing precisely what you would do if you were scared to death about climate change. Whether you're the head of a household or the CEO of a multinational corporation, embracing efficiency, innovation, renewables, carbon markets, and new technologies is the smartest decision you can make. It's the most profitable, too. And, oh yes—you'll help save the planet. In Climate Capitalism, L. Hunter Lovins, coauthor of the bestselling Natural Capitalism, and the sustainability expert Boyd Cohen prove that the future of capitalism in a recession-riddled, carbon-constrained world will be built on innovations that cutting-edge leaders are bringing to the market today. These companies are creating jobs and driving innovation. Climate Capitalism delivers hundreds of in-depth case studies of international corporations, small businesses, NGOs, and municipalities to prove that energy efficiency and renewable resources are already driving prosperity. While highlighting business opportunities across a range of sectors—including energy, construction, transportation, and agriculture technologies—Lovins and Cohen also show why the ex—CIA director Jim Woolsey drives a solar-powered plugin hybrid vehicle. His bumper sticker says it all: "Osama bin Laden hates my car." Corporate executives, entrepreneurs, environmentalists, and concerned citizens alike will find profitable ideas within these pages. In ten information-packed chapters, Climate Capitalism gives tangible examples of early adopters across the globe who see that the low-carbon economy leads to increased profits and economic growth. It offers a clear and concise road map to the new energy economy and a cooler planet.