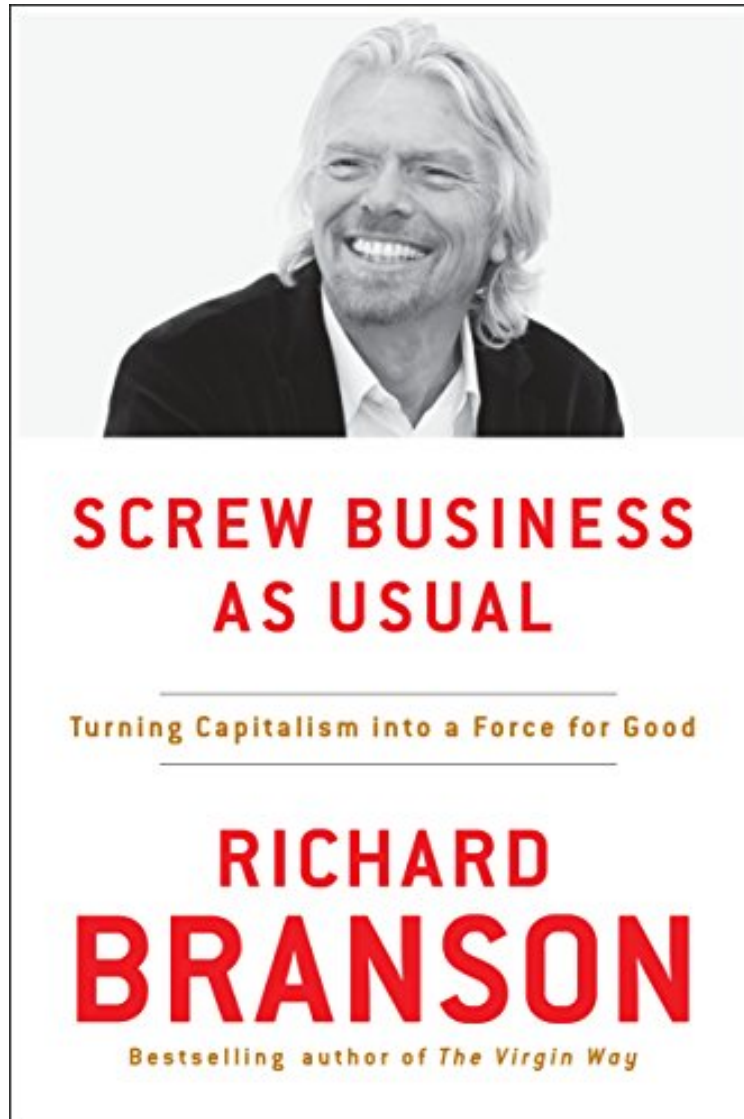


[Pdf free] Screw Business As Usual: Turning Capitalism into a Force for Good

Screw Business As Usual: Turning Capitalism into a Force for Good

Richard Branson

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Richard Branson : Screw Business As Usual: Turning Capitalism into a Force for Good before purchasing it in order to gage whether or not it would be worth my time, and all praised Screw Business As Usual: Turning Capitalism into a Force for Good:

0 of 0 people found the following review helpful. Very Inspirational Read!By Drew J.Are we able to help change the world and bring significance to our lives simultaneously? Richard Branson, at his philanthropic and intellectual best, unfolds his brilliant vision for the future of business as usual. This inspirational read for everybody, reveals how the time has come for a radical change to transpire in order to flip capitalism upside down. The business philosophy of our

forefathers is antiquated and in dire need of fundamental innovation. This book explains that by taking steps toward revolutionary change and by shifting our values about capitalism, we can see a different tomorrow for the future of our society. By exchanging the primary objective of profit for the concern of people, community, and the planet, we can love what we do and also bring prosperity to humanity. Pick up this book and embark on a new way of thinking, problems solving, and transforming work into something to be proud of. Explore ways to "screw business as usual" and move towards a more promising future for the way we do business.

3 of 3 people found the following review helpful. Inspirational for budding entrepreneurs

By Toan Vu Phan As a founder of a social and environmental think-tank, I wholeheartedly recommend this book to my colleagues in the world who would like to start up something that makes the world a better place. Everytime I open the book, my mind starts to spin and my heart beats faster as I get inspired by the many stories and examples Richard gave. I have learned, for example, about Skoll Foundation and his Participant Media, or about Re*Generation (youth homelessness), or about the Elders. Caveat: this is not a social science book, so those of you who expect a rigorous treatment (with data and formulae) will not find your rigorous evidence here. If, however, you read it to find ideas and inspirations to better this world we live in, then I recommend you buy this book right away. Simply the most valuable book I have ever bought and read.

0 of 0 people found the following review helpful. This book is a permission slip- do you want it?

By Mickey Mikeworth This is a gift I give to many of my executive friends who are trying to gain insight around the role they play as a corporate leader and person of humanity. It gives language and track record of how these ideas have actually worked out for creating change and inviting humanity into our corporate thoughts. There are tons of nuggets in here and for Branson fans it will not disappoint on the whole amazeness his visions offers. Here is the quick lowdown o the social change stage he sets. Philanthropy is an integral part of the corporate philosophy and is actually at the core of everything we do, So why not change our heads on the topic? Here is your permission slip.

RICHARD BRANSON, one of the world's most famous and admired business leaders, argues that it's time to turn capitalism upside down-to shift our values from an exclusive focus on profit to also caring for people, communities and the planet. As he writes: "It's a vibrant and definite sea change from the way business was always done, when financial profit was a driving force. Today, people aren't afraid to say, Screw business as usual!-and show they mean it." It's amazing how I keep coming across the same message, from bustling global cities to the townships of South Africa to small villages in India to G8 climate conferences. "It's no coincidence that so many people are talking about the same thing. There's a real buzz in the air. Change is happening." People often associate me with challenges, with trying to break records while sailing the Atlantic or flying in a jet stream in a balloon or going into space with Virgin Galactic. But this book isn't just about fun and adventure and exceeding one's wildest dreams. It's a different kind of business book. It's about revolution. My message is a simple one: business as usual isn't working. In fact, business as usual is wrecking this planet. Resources are being used up; the air, the sea, the land are all heavily polluted. The poor are getting poorer. Many are dying of starvation or because they can't afford a dollar a day for lifesaving medicine. "But my message is not all doom and gloom. I will describe how I think business can help fix things and create a more prosperous world for everyone. I happen to believe in business because I believe that business is a force for good. By that I mean that doing good is good for business." "Doing the right thing can be profitable. I will show how this works step by step in the following pages. It's the core message of this book. I often say, 'Have fun and the money will come.' I still believe that, but now I am saying, 'Do good, have fun and the money will come.'" From the Hardcover edition.

"A tantalising glimpse into the workings of the global elite ... as well as plenty of food for thought for the new generation of business leaders who say they want to make the world a better place as well as turn a profit." The Economist

About the Author Sir Richard Branson is the founder of the Virgin Group. With around 200 companies in more than 30 countries, the Virgin Group has now expanded into leisure, travel, tourism, mobile, broadband, TV, radio, music festivals, finance, health, and renewable energy. Branson's autobiography, *Losing My Virginity*, and his books on business, *Screw It, Let's Do It* and *Business Stripped Bare*, are all international bestsellers.