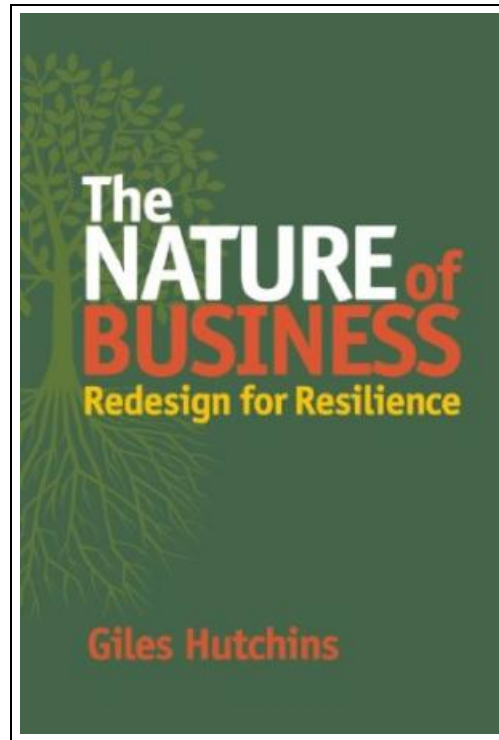# The Nature of Business: Redesign for Resilience

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Reviews

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(Imogene Bergstrom)

THE NATURE OF BUSINESS: REDESIGN FOR RESILIENCE

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New Society Publishers. Paperback. Book Condition: new. BRAND NEW, The Nature of Business: Redesign for Resilience, Giles Hutchins, Nature has already shown us the way to solve many human problems, from deciphering simple engineering puzzles to unlocking the mysteries of flight. In The Nature of Business, Giles Hutchins makes a compelling case for applying the same principles of biomimicry to the development of a new business paradigm. He demonstrates clearly how behaviors and organizations found in nature can be applied to help companies flourish in chaotic and uncertain times. Eclipsing current approaches to responsible and green business, Hutchins' focus is on the emergence of new ways of operating and creating value in an increasingly volatile and interconnected world. He 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, including: * Resilience* Optimization and adaptation* Systems integration* Values-based navigation and life-building activities Showcasing the pioneers of the new paradigm through a multitude of examples and case studies, The Nature of Business presents the tools and techniques required to effect the transformation to an organization fit for purpose, fit for the future, and inspired by nature. Giles Hutchins is a management consultant who guides businesses and organizations through the process of redesigning for resilience in challenging times. He is the co-founder of BCI: Biomimicry for Creative Innovation.

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