



Capitalism as if the World Matters

Jonathon Porritt

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When first published, Capitalism as if the World Matters, by one of the leading 'eco-warriors' of our time, shocked a generation of both environmentalists and business people. Jonathon Porritt brushed aside their artificial battle lines with a powerful argument that the only way to save the world from environmental catastrophe is to embrace a new type of capitalism, and to do it quickly. In this substantially revised and updated edition, Porritt extends his powerful and controversial argument by providing fresh evidence and suggesting new actions.

New content includes in-depth coverage of the USA, with case studies examining the role of huge American corporations such as Wal-Mart and General Electric, plus a close look at China and the global impact this economic giant may have in the twenty-first century. This is a must-read for everyone who has a stake in the future of the world, from business executives to environmental activists, from community leaders to the politicians with their hands on the levers of power. Published with Forum for the Future



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