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Big-Pivot strategy represents a major shift in consciousness for the private sector, but it's not entirely radical. In fact, this kind of thinking is highly conservative, with a major dose of self-interest.

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Big-Pivot strategy represents a major shift in consciousness for the private sector, but it's not entirely radical. In fact, this kind of thinking is highly conservative, with a major dose of self-interest. We need to conserve the planet's capacity to support us for our own good. Reprinted by permission of Harvard Business Review Press.

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Strategies for a Hotter, Scarcer and More Open World

The Big Pivot: Radically Practical Strategies for a Hotter, Scarcer, and More Open World Hardcover - April 15 2014 by Andrew S. Winston (Author)

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The Big Pivot is at once a wake-up call to action, a pragmatic and hopeful bridge from today's ominous trajectory to a vision of sustainable innovation and a circular economy that is both required and exhilarating, and a thoughtful repository of ideas and springboards for getting there. But we're running out of time.

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With concrete advice and tactics, and new stories from companies like British Telecom, Diageo, Dow, Ford, Nike, Unilever, Walmart, and many others, The Big Pivot will help you, and all of us, create more resilient businesses and a more prosperous world. This book is the blueprint to get you started.

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