



# Advance Praise for *Natural Capitalism*

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Rocky Mountain Institute



## Authors

"If Adam Smith's *The Wealth of Nations* was the bible for the first Industrial Revolution, then *Natural Capitalism* may well prove to be it for the next. I believe that the only real alternative to our 'take, make, and waste' society lies in a revolution of aspiration and inspiration. The aspiration must come from us, from seeing the world we intend to leave our children and their children. The inspiration will come from shared understanding of the principles for an economic system consistent with how nature works, and from seeing that it can be done, thanks to books like the stunning *Natural Capitalism*." —Peter Senge, author of *The Fifth Discipline*

"There is not an idea in this powerful book that doesn't make intuitive, obvious, immediate, calculable sense. We are at one of the historical moments of crisis when those forces must be routed, and change unleashed; *Natural Capitalism* comes not a moment too soon." —Bill McKibben, author of *The End of Nature* and *The Age of Missing Information*

"This is surely THE publishing event for the new millennium. Altogether a hyper-hopeful book—and splendid fun to read." —Norman Myers, co-author of *Ultimate Security: The Environmental Basis of Political Stability*

"Three world-class minds. One giant leap for sustainability." —John Elkington, Chairman, SustainAbility Ltd; author of *Cannibals With Forks: The Triple Bottom Line of 21st Century Business*

"By illuminating the common ground between economics, environment, and society with crystal clarity and eloquence, *Natural Capitalism* is the design manual for the 21st century. Read it! Read it again!" —David W. Orr, Oberlin College, author of *Earth in Mind*

"How can ecological and economic goals be reconciled, so that the world can grow simultaneously richer and greener? That is the challenge that Paul Hawken and the Lovinses have courageously faced in a series of books that culminate in *Natural Capitalism*. In it, they seek to describe 'capitalism as if living systems mattered', an eco-friendly economy in which the world's doubling population might live—and live better—within the planet's natural constraints. Brimming with examples and anecdotes, the book will exasperate some and excite others—but leave every reader with the hope that the old battle between business and the environment can reach a peaceful and constructive conclusion." —Frances Cairncross, author of *Green, Inc.*

## Business Leaders

"*Natural Capitalism* reads like a manifesto, a touching and powerful credo, for the second industrial revolution. Three of the world's best brains have put together all their wisdom and created a work that future historians may look back upon as a milestone on our

(more)

way to a new, sustainable economy. In this book you will find a wealth of constructive, forward-looking ideas and suggestions, based on solid scientific research. I applaud the three for their significant contribution to mankind!" —Tachi Kiuchi, Managing Director of Mitsubishi Electric Corporation, Chairman of The Future 500

"This book is a 'must read' for those leaders in government and business who do not believe that sustainability is necessary or practical. It shows both the need and the way to all those who are not yet ready to do what we must do to leave a livable world to our grandchildren." —Murray Duffin, Vice-president Total Quality and Environmental Management, STMicroelectronics

"As the industrial arm of modern society's larger body struggles to come to terms with the mounting evidence of the damage it is inflicting on the body itself and the body's home, Earth, *Natural Capitalism* provides some crucially important guidance. Looking for a viable philosophical starting point? Here it is. Looking for hard evidence to validate that philosophy? Here it is. Looking for peace of mind? Start here." —Ray C. Anderson, Chairman and CEO, Interface, Inc.

"The whole concept of natural capital manages to be both pragmatic and idealistic which, in my book, adds up to inspirational. By emphasizing the relatively intimate idea of interactive services within the global economy, the authors underline the chain of responsibility that extends from supplier to producer to consumer. We all have our part to play in the future they outline. This intimidating, empowering challenge is lucidly defined in *Natural Capitalism*." —Anita Roddick, Founder, The Body Shop International

"In *Natural Capitalism*, Hawken and the Lovinses have created the equivalent of a 'Field Guide to Sustainability.' You had better have a copy of this on your shelf or you will not be able to identify tomorrow's companies and industries as they appear before your eyes." —Professor Stuart Hart, Kenan-Flagler Business School, University of North Carolina

"A thoughtful, thought-provoking, and radical vision of how to do business with sensitivity toward the natural environment." —Professor Eric W. Orts, Director, Environmental Management Program, The Wharton School

### **Environmental Leaders**

"Henceforth, the worlds of business, government and environmentalism will be divided between those familiar with the concrete lessons and environmental vision presented in *Natural Capitalism*, and those who aren't. The Lovinses—indisputably the world's most gifted and influential industrial ecologists—have teamed up with Paul Hawken—arguably today's most prominent environmental theorist—to produce a watershed text. Even the busiest among us—from the President on down—should take the time to read this book." —Dr. Allen Hershkowitz, Senior Scientist, Natural Resources Defense Council

"Whither capitalism, now that the communist dragon is slain? Hawken and the Lovinses map out a scenario that will appall conventional economists, unsettle conventional environmentalists and delight anyone who wants to see the Earth both protected and revered and responsible wealth creators allowed to flourish. If any book can be said to usher in a hopeful new age, it's this." —Jonathon Porritt, Director, Forum for the Future

"In the next decade many social, environmental, and political movements will morph into a new 'sustainable production and consumption' movement. *Natural Capitalism* will help lead that historic trend. The authors provide inspiring principles and examples on how to move forward." —Randall Hayes, President, Rainforest Action Network

### **Book Reviewers**

"...an ambitious, visionary monster of a book... the book's reach is phenomenal. It belongs to the galvanizing tradition of Frances Moore Lappé's *Diet for a Small Planet* and Stewart Brand's *The Whole Earth Catalog*." —*Publishers Weekly*

"The book is a fascinating and provocative read for public-policy makers, as well as environmentalists and capitalists alike." —Dan Ring, Amazon.com