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Most businesses still operate according to a world view that hasn't changed since the start of the Industrial Revolution. Then, natural resources were abundant and labor was the limiting factor of production. But now, there's a surplus of people, while natural capital--natural resources and the ecological systems that provide vital life-support services--is in decline and relatively expensive.

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Natural capitalism is a way of thinking that seeks to apply market principles to all sources of material value, most importantly natural resources. The authors have two related goals: first, to show the vast array of ecologically smart options available to businesses; second, to argue that it is possible for society and industry to adopt them.

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However, "Natural Capitalism" is even more and bigger when it comes to its statements about the future of the industrial world. With a more determined line of argument Hawken, Lovins, and Lovins do not only forecast the next industrial revolution but simultaneously initiate it by

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Natural Capitalism: Creating the Next Industrial Revolution. New York: Little, Brown & Company, 1999. Most businesses still operate according to a world view that hasn ' t changed since the start of the Industrial Revolution. Then, natural resources were abundant and labor was the limiting factor of production.

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Natural capitalism is an excellent book that shows how efficient market mechanisms and technical innovation and good design could play a central role in improving the state of the environment, avoid catastrophic

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global warming and improve the standard of living. It is a fairly light read, packed with anecdotes.

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Lucrative opportunities for businesses
in an era of approaching
environmental limits. In this
groundbreaking blueprint for a new
economy, three leading business
visionaries explain how the world is
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Even after 19 years of its publication,

“ Natural Capitalism: Creating the
next Industrial Revolution ” co-
authored by. “ I don't want a nation
of thinkers, I want a nation of
workers. ” —. John Davison

Rockefeller. John D. Rockefeller was
an American business tycoon and
industrialist.

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The fundamental assumptions of
Natural Capitalism are as follows: The
limiting factor to future economic
development is the availability and
functionality of natural capital, in...
Misconceived or badly designed
business systems, population growth,

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~~Natural Capitalism - Wikipedia~~

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to muster and accumulate human-made capital on vast levels, natural capital, on which civilization depends to create economic prosperity, is rapidly declining,¹ and the rate of loss is increasing proportionate to gains in material well-being. Natural capital includes all the familiar resources

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~~CHAPTER 1 The Next Industrial Revolution~~

Natural Capitalism describes a future in which business and environmental interests increasingly overlap, and in which companies can improve their bottom lines, help solve environmental problems and feel better about what they do all at the same time.

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