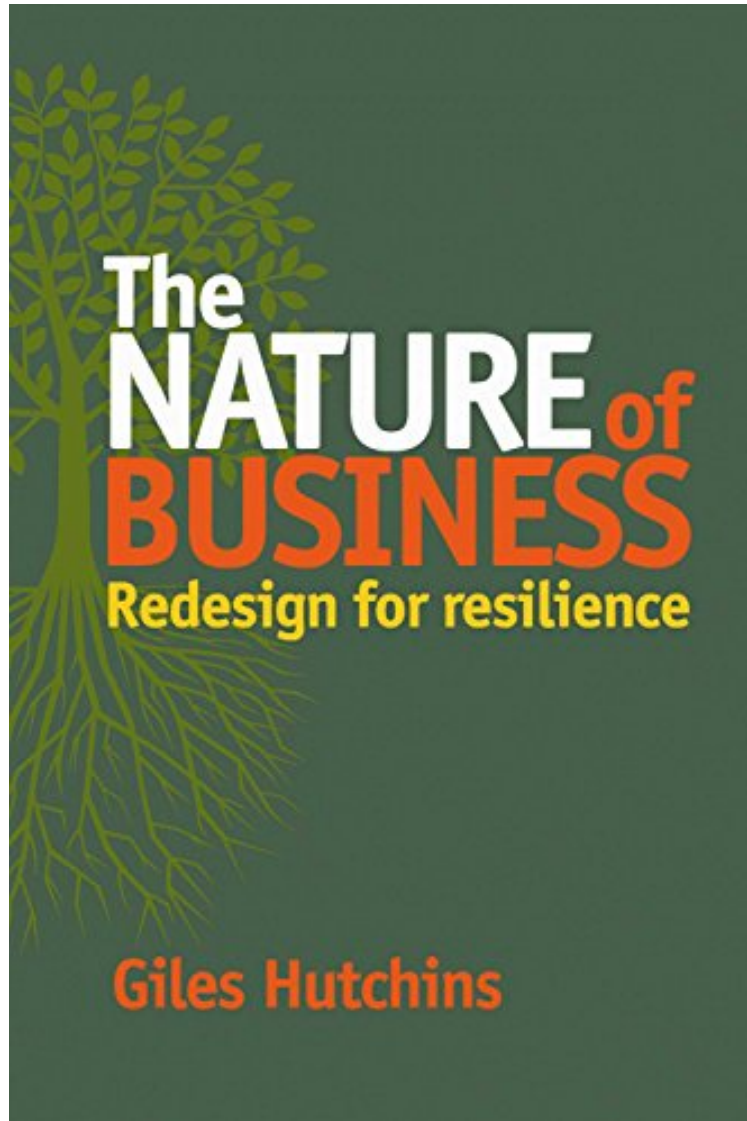


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The Nature of Business: Redesign for Resilience

Giles Hutchins

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Giles Hutchins : The Nature of Business: Redesign for Resilience before purchasing it in order to gage whether or not it would be worth my time, and all praised The Nature of Business: Redesign for Resilience:

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wisdom and it applies to everything, including our professional projects and if we are stunned with its principles and apply them to our business things flow awesomely!

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.

A timely, paradigm-shifting book, reframing how business can thrive in the challenging times ahead whilst being a force for good. Giles Hutchins powerfully blends insights from human nature and nature, brilliantly applying them to business transformation for organisations of all shapes and sizes. He provides a compelling pathway for business leaders and change agents ready to make transformative change in their organisations. This is a brave book and a must read for those seeking to make positive change happen in business and beyond.

Hazel Henderson, D.Sc.Hon. FRSA, author, *Building A Win-Win World* and other books, President, Ethical Markets Media (USA and Brazil) Simply the best new book on business and management in many years! Hutchins combines the latest understanding of ecology, biology, sociology and behavioural science with a review of the best company practices and applications. If more company executives use this book as their guide to our global common future, we might actually see acceleration of the needed shift underway to long-term sustainability and a cleaner, greener, more equitable, information-rich global economy.

Mick Bremans, Chairman, Ecover In times, when business leaders are struggling with volatility and uncertainty about the future of their organizations, Giles Hutchins lays out a path for transformational change. Giles guides us to the essence of the role of business in society. By closing each module with a set of pertinent and personal questions, *The Nature of Business* is not just a very entertaining read, but also a redoubtable sparring partner. A must read for everyone involved in the business of the future.

Gunter Pauli, Founder of ZERI The Blue Economy Ever since I stood under a tree as a young boy - I was inspired by nature. It never tries to reattach the leaves that dropped in the fall to the branches in the spring. Nature has no unemployed, and is incapable of producing something no one desires. Giles takes us through this remarkable world of business seen through the eyes of nature. Finally a guide to take this to the next level!

Paul Drukman, CEO of The International Integrated Reporting Council This book not only brings together the current best practice and analysis of transformational business, but also seeks to find solutions. Giles Hutchins has for many years been an innovative thinker based squarely in business and this book demonstrates that thought leadership, the book leaves me thinking much more clearly and feeling inspired to transform. There is a quote from Albert Einstein that comes to mind - "we cannot solve our problems with the same thinking we used to create them"; Giles in this book brings that to the fore.

Marianne Hewlett, Senior Vice-President, Atos International Under the inspirational guidance of Giles we pioneered the "firm of the future" approach and engaged our clients and partners on this exploratory path to a more sustainable and agile business ecosystem. This book will be an inspiration to the leaders of the future and I highly recommend it to anyone ready to be inspired by nature.

Dr. Monika Winn, Business Strategy and Sustainability Director, Centre for Social and Sustainable Innovation Peter B. Gustavson School of Business, University of Victoria Infused with ancient wisdom, and in equal parts provocative and practical, this book serves as a compass for business leaders to build the firm of the future - a firm that creates conditions conducive to life and well-being. Hutchins compellingly connects value creation, human constituents, and natural foundations of business. The book is a rich source of inspiration and practical advice, bound to become a reference for business leaders and those teaching students of business. To be viable, the firm of the future will need to create conditions conducive to life and well-being. This book beautifully maps the transformative journey for today's and tomorrow's leaders.

Dr Alan Knight OBE, Chairman of the Global Association of Corporate Sustainability Officers I have been working in the arena of sustainable change for many years and I find that *The Nature of Business* is a refreshing practical manual to how we can all challenge and adjust our thinking and take some profound actions to make a difference.

Michelle Holliday, Principal of Cambium Consulting and author of *Humanity 4.0* For organizational leaders, *The Nature of Business* represents a compelling invitation and a comprehensive map for the journey not only toward sustainability but toward "thrivability". It outlines the principles and practices necessary for life to thrive at every level - individual, organization,

customer, community, and biosphere. Thoroughly researched, with bite-sized but powerful case studies sprinkled throughout, it sparks insights and ideas at every turn. For the survival of our species, my greatest hope is that leaders everywhere will embark on the journey Giles Hutchins describes in this important book. Gev Eduljee, Director of External Affairs, SITA