

Blessed Unrest How The Largest Movement In World Came Into Being And Why No One Saw It Coming Paul Hawken

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Sounds Like Me

Paradoxically, contemporary horrors like ethnic cleansing are deeply rooted in humanity's highest aspirations, which have given rise to countless similar upheavals and atrocities perpetrated over millennia. Although the ideals embodied in religion and philosophy are considered to be humanity's prime "civilising" force, religions that preach love have been used to justify bloody massacres, and utopian ideals have fomented intolerance and persecution of those who were perceived as obstacles to the realisation of an ideal society. John Mohawk, a distinguished Native American historian, examines this paradox and traces the role of utopian thinking as the rationale for religious wars, subjugation of indigenous peoples, genocide, enslavement, plunder, economic domination, and campaigns of world conquest from the time of the ancient Greeks. Mohawk examines the hidden dynamic within utopian thinking and the danger it poses when it is adopted by powerful groups who use it to serve their own interests. He points out that the danger lies not in the utopian ideal itself but in the parallel assumption that its followers are in possession of the only "truth" and are therefore justified in forcing their "better way of life" on other cultures or nations for the ultimate good of humanity. In a gripping historical narrative, Mohawk traces the impact of utopian thinking on the rise of Western culture in ancient Greece and Rome, the emergence of the Christian empire, and the holy wars of the Middle Ages. Showing how this mindset has shaped Western development, he makes it clear that the utopian legacy still influences contemporary social and political movements at home and abroad. Our greatest challenge is to find ways to defuse its harmful effects on cultures different from our own, while preserving our aspirations and personal ideals. Mohawk argues that only a pluralistic outlook can truly support peace and understanding among the peoples of the world.

The Abundance of Less

Not long ago, Americans could rightfully feel confident in our preeminence in the world economy. The United States set the pace as the world's leading innovator: from the personal computer to the internet, from Wall Street to Hollywood, from the decoding of the genome to the emergence of Web 2.0, we led the way and the future was ours. So how is it, bestselling author and leading expert on innovation John Kao asks, that today Finland is the world's most competitive economy? That U.S. students rank twenty-fourth in the world in math literacy and twenty-sixth in problem-solving ability? That in 2005 and 2006 combined, in a reverse brain drain, 30,000 highly trained professionals left the United States to return to their native India? Even as the United States has lost standing in the world community because of the war in Iraq, Kao warns, the country is losing its edge in economic leadership as well. The future of our prosperity, and of our national security, is at serious risk. But it doesn't have to be this way. Based on his in-depth experience advising many of the world's leading companies and studying cutting-edge innovation "best practices" in the most dynamic hot spots of innovation both in the United States and around the world, Kao argues that the United States still has the capability not only to regain our competitive edge, but to take a bold step out ahead of the global community and secure a leadership role in the twenty-first century. We must, though, take serious and concerted action fast. First offering a stunning, troubling portrait of just how serious is the erosion in recent years of U.S. competitiveness in innovation, Kao then takes readers on a fascinating tour of the leading innovation centers, such as those in Singapore, Denmark, and Finland, which are trumping us in their more focused and creative approaches to fueling innovation. He then lays out a groundbreaking plan for a national innovation strategy that would empower the United States to actually innovate the process of innovation: to marshal our vast resources of talent and infrastructure in the particular ways that his studies of innovation have shown lead to transformative results. Innovation Nation is vital reading for all those Americans who are troubled by the great challenges the United States faces in the ever-more-competitive economy of our twenty-first-century world.

Fight Global Warming Now

Provides a visionary blueprint for a marketplace where businesses and environmentalists work together, showing companies how to redesign and manufacture products in innovative ways, reeducate customers, and work closely with government toward a profitable, productive, and ecologically sound future. Reprint.

Prison Writings

One of the world's most influential environmentalists reveals a worldwide grassroots movement of hope and humanity Blessed Unrest tells the story of a worldwide movement that is largely unseen by politicians or the media. Hawken, an

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environmentalist and author, has spent more than a decade researching organizations dedicated to restoring the environment and fostering social justice. From billion-dollar nonprofits to single-person causes, these organizations collectively comprise the largest movement on earth. This is a movement that has no name, leader, or location, but is in every city, town, and culture. It is organizing from the bottom up and is emerging as an extraordinary and creative expression of people's needs worldwide. *Blessed Unrest* explores the diversity of this movement, its brilliant ideas, innovative strategies, and centuries-old history. The culmination of Hawken's many years of leadership in these fields, it will inspire, surprise, and delight anyone who is worried about the direction the modern world is headed. *Blessed Unrest* is a description of humanity's collective genius and the unstoppable movement to re-imagine our relationship to the environment and one another. Like Hawken's previous books, *Blessed Unrest* will become a classic in its field—a touchstone for anyone concerned about our future.

Sarasvati's Gift

In an evocative and intimate narrative that captures the texture of ordinary-yet exceptional-lives, Andy Couturier tells the stories of ten men and women who left behind mainstream existences in urban Japan to create new lives deep in the rural mountains. He relates the ways they found to live simply and sustainably, in harmony with their environment, surrounded by the luxuries of nature, art, friends, delicious food, and most important, an abundance of time in which to enjoy it all. The ten people describe the profound personal transformations they underwent as they escaped the stress, consumerism, busyness, and dependence on technology of modern life to establish fulfilling lives as farmers and artists who rely on themselves for happiness and sustenance. Their journeys show us how we too can travel a meaningful path by living simply, growing rich in a whole new way, and discovering true success by having a life that matters. This updated edition is supplemented by evocative photos that contextualize the stories.

Seven Tomorrows

How can we respond urgently and effectively to the ecological crisis—and stay sane doing it? This landmark work is simultaneously a manifesto, a blueprint, a call to action, and a deep comfort for troubling times. David R. Loy masterfully lays out the principles and perspectives of *Ecodharma*—a Buddhist response to our ecological predicament, introducing a new term for a new development of the Buddhist tradition. This book emphasizes the three aspects of *Ecodharma*: practicing in the natural world, exploring the ecological implications of Buddhist teachings, and embodying that understanding in the eco-activism that is needed today. Within these pages, you'll discover the powerful ways Buddhism can inspire us to heal the world we share. Offering a compelling framework and practical spiritual resources, Loy outlines the *Ecosattva Path*, a path of liberation and salvation for all beings and the world itself.

The Global Warming Reader

Presents one hundred regionally inspired recipes by the famous New England farm inn dedicated to its use of sustainable rustic foods and features options that can be prepared using a combination of ten specific ingredients, in a volume that includes such classics as shepherd's pie, roast duck legs with sour cherry sauce, and hot milk sponge cake.

Hadrian and the Triumph of Rome

On 28 June 1914, the heir to the Austro-Hungarian throne was assassinated on a visit to Sarajevo by a Serbian nationalist called Gavrilo Princip. The assassination set in motion the events that led to the outbreak of the First World War, one of the bloodiest conflicts in human history and a trauma that would bring down the Austro-Hungarian Empire, ending nearly eight centuries of Hapsburg rule and unleashing unrest across the European continent. By the end of that conflict, not only had the Austro-Hungarian Empire crumbled but the other two imperial rulers of Europe, Kaiser Wilhelm II of Germany and Tsar Nicholas II of Russia, had lost their grip on power. The three great monarchies of Europe had fallen. Only in Britain would the ruler of an empire, George V, the first cousin of both the Kaiser and the Tsar, successfully retain the crown. In this new book, Gareth Russell tells the story of the Austrian, German and Russian imperial families during the four years of the First World War and the political and personal struggles that brought about their ruin.

Summary: Blessed Unrest

Discusses the prerequisites to starting a business and shares his own start-up strategies

The End of the Long Summer

“Steadily—by redefining green—Jones is making sure that our planet and our people will not just survive but also thrive in a clean-energy economy.” —Leonardo DiCaprio A New York Times bestseller, *The Green Collar Economy* by award-winning human rights activist and environmental leader Van Jones delivers a much-needed economic and environmental solution to today's two most critical problems. With a revised introduction and new afterword by the author—a man who counsels President Barack Obama on environmental policy—*The Green Collar Economy* and Jones have been highly praised by a multitude of leaders and legislators, including Al Gore, Senator Tom Daschle, and Speaker of the House Nancy Pelosi. Van Jones was named one of “The World's 100 Most Influential People of 2009” by Time magazine, and with *The Green Collar Economy* he offers a wise, necessary, and eminently achievable plan for saving the earth and rescuing working class Americans.

Cooking with Shelburne Farms

A world of 9 billion people by mid-century will demand fundamental changes in our mindsets, behaviors, cultures, and overarching paradigm. Just as our species broke the Sound Barrier during the 1940s and 1950s, a new breed of innovator, entrepreneur, and investor is lining up to break the Sustainability Barrier. In this book, John Elkington introduces the Zeronauts - a new breed of innovator, determined to drive problems such as carbon, waste, toxics, and poverty to zero - as well as creating the first Zeronaut Roll of Honor, spotlighting 50 pioneers in the field of zero. Zeronauts are innovating in an astonishing range of areas, tackling hugely diverse economic, social, environmental, and governance challenges. To give a sense of progress to date, we zero in on five key challenges (the 5Ps): population growth, pandemics, poverty, pollution, and proliferation. The power of zero has been trumpeted, notably in relation to zero defects. This book spotlights key lessons learned in the field of total quality management - and introduces a five-stage "Pathways to Zero" model, running through from the Eureka! discovery moment to the point where a new way of doing things becomes endemic in the economy. In order to move from incremental to transformative change, we must embrace wider framings, deeper insights, higher targets, and longer time scales. This book investigates some ways in which leading Zeronauts are pushing change in relevant directions, with cases drawn from a spectrum of human activity - from water profligacy to human genital mutilation. If we learn from these pioneers, the twenty-first century could be our best yet.

Applied Crisis Communication and Crisis Management

Step into God's divine blessing and fulfill your dreams! Are you ready to see your dreams go from vision to fulfillment? To see God's promised blessings revealed in your life? Join Jordan Rubin and Dr. Pete Sulack as you discover how Joseph endured incredible opposition and persecution, only to be elevated to a key position of influence and watch his dream come to pass before his very eyes. You'll unlock the powerful secrets that will take your dreams from birth to fulfillment. In this easy-to-follow process, you will learn how to protect your dream during seasons of adversity, resurrect vision when you believe it is dead, have hope even when you feel like your dream is impossible, and watch God miraculously fulfill your life purpose through your God-given dreams. Experience The Joseph Blessing in your life today!

The Power of Unreasonable People

The inspiring life story of pioneering feminist artist, activist, and Buddhist teacher Mayumi Oda told through her own words and original thangka paintings. Sitting in meditation in front of a statue of Goddess Sarasvati, Mayumi Oda heard her say in a loud voice, "Stop the plutonium shipment!" After taking a stunned breath, Mayumi replied, "I can't do that. I'm only an artist," and Sarasvati answered, "Help will be provided." This book is the culmination of a life devoted to responding to

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Sarasvati's call to cultivate a path of peace, justice, and compassion. Known as the "Matisse of Japan," Mayumi Oda is a painter, environmental activist, and Buddhist practitioner whose life reflects both the brilliance and shadows of modernity. *Sarasvati's Gift* explores her upbringing in Japan, her tumultuous marriage and the death of her son, her immigration to the country responsible for the destruction of her home, her inspiration for both her Buddhist practice and her art, and ultimately her commitment to the planet that gives her life both hope and meaning. This raw, heartfelt, and powerful memoir shares Mayumi's story of finding her place and her mission to transform the world.

The Next Economy

Why is the World Bank so successful? How has it gained power even at moments in history when it seemed likely to fall? This pathbreaking book is the first close examination of the inner workings of the Bank, the foundations of its achievements, its propensity for intensifying the problems it intends to cure, and its remarkable ability to tame criticism and extend its own reach. Michael Goldman takes us inside World Bank headquarters in Washington, D.C., and then to Bank project sites around the globe. He explains how projects funded by the Bank really work and why community activists struggle against the World Bank and its brand of development. Goldman looks at recent ventures in areas such as the environment, human rights, and good governance and reveals how—despite its poor track record—the World Bank has acquired greater authority and global power than ever before. The book sheds new light on the World Bank's role in increasing global inequalities and considers why it has become the central target for anti-globalization movements worldwide. For anyone concerned about globalization and social justice, *Imperial Nature* is essential reading.

Sustainability and the U.S. EPA

Sickness and Wealth

Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers, *Applied Crisis Communication and Crisis Management: Cases and Exercises* by W. Timothy Coombs, includes a wide range of cases that explore crisis communication and management in action using a practical approach. In the first two chapters, the author introduces key theories and principles in crisis communication, which students apply by analyzing 17 cases drawn from recent headlines. Cases are explored from pre-crisis, mid-crisis, and post-crisis communication perspectives, and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters.

The Carbon Farming Solution

This is a 'Whole Earth Catalog' for the 21st century: an impressive and wide-ranging analysis of what's wrong with our societies, organizations, ideologies, worldviews and cultures – and how to put them right. The book covers the finance system, agriculture, design, ecology, economy, sustainability, organizations and society at large.

The Green Collar Economy

There are no more respected voices in the environmental movement than these authors, true counselors on the direction of twenty-first-century business. With hundreds of thousands of books sold worldwide, they have set the agenda for rational, ecologically sound industrial development. In this inspiring book they define a superior & sustainable form of capitalism based on a system that radically raises the productivity of nature's dwindling resources. Natural Capitalism shows how cutting-edge businesses are increasing their earnings, boosting growth, reducing costs, enhancing competitiveness, & restoring the earth by harnessing a new design mentality. The authors offer dozens of examples of businesses that are making fourfold or even tenfold gains in efficiency, from self-heating & self-cooling buildings to 200-miles-per-gallon cars, while ensuring that workers aren't downsized out of their jobs. This practical blueprint shows how making resources more productive will create the next industrial revolution

The Cultural Creatives

In 1994, Interface founder and chairman Ray Anderson set an audacious goal for his commercial carpet company: to take nothing from the earth that can't be replaced by the earth. Now, Anderson leads the way forward and challenges all of industry to share that goal. The Interface story is a compelling one: in 1994, making carpets was a toxic, petroleum-based process, releasing immense amounts of air and water pollution and creating tons of waste. Fifteen years after Anderson's call for change, Interface has: —cut greenhouse gas emissions by 82%—cut fossil fuel consumption by 60%—cut waste by 66%—cut water use by 75%—invented and patented new machines, materials, and manufacturing processes—increased sales by 66%, doubled earnings, and raised profit margins With practical ideas and measurable outcomes that every business can use, Anderson shows that profit and sustainability are not mutually exclusive; businesses can improve their bottom lines and do right by the earth. Ray Anderson is featured in the film, *So Right, So Smart*, which takes a behind-the-scenes look at how his leadership transformed Interface into a company with a sustainable business practices that made it more profitable than it was before.

Sara Bareilles - Amidst the Chaos

If you want to change the world, you'll want to read *Inspired Philanthropy*. Tracy Gary and Melissa Kohner show you how social change happens. No matter how much or little you have to give, you'll learn how to create a giving plan that will make your charitable giving catalytic. Then, through clear text and substantive exercises, you'll learn how to align your giving with your deepest values-- to help bring about the very changes you want.

The Zeronauts

In *Drawdown*, renowned environmentalist Paul Hawken has assembled a team of over 200 scholars, scientists, policymakers, business leaders and activists to illustrate the hundred most substantive solutions to combat climate change that together will not only slow down the growth of carbon emissions, but reverse them altogether. Put into action together, these solutions will mobilise society into taking the climate change conversation from problem definition to problem solving, from fear and apathy to collaboration and regeneration.

The Emperors

Street Farm is the inspirational account of residents in the notorious Low Track in Vancouver, British Columbia--one of the worst urban slums in North America--who joined together to create an urban farm as a means of addressing the chronic problems in their neighborhood. It is a story of recovery, of land and food, of people, and of the power of farming and nourishing others as a way to heal our world and ourselves. During the past seven years, Sole Food Street Farms--now North America's largest urban farm project--has transformed acres of vacant and contaminated urban land into street farms that grow artisan-quality fruits and vegetables. By providing jobs, agricultural training, and inclusion in a community of farmers and food lovers, the Sole Food project has empowered dozens of individuals with limited resources who are managing addiction and chronic mental health problems. Sole Food's mission is to encourage small farms in every urban neighborhood so that good food can be accessible to all, and to do so in a manner that allows everyone to participate in the process. In *Street Farm*, author-photographer-farmer Michael Ableman chronicles the challenges, growth, and success of this groundbreaking project and presents compelling portraits of the neighborhood residents-turned-farmers whose lives have been touched by it. Throughout, he also weaves his philosophy and insights about food and farming, as well as the fundamentals that are the underpinnings of success for both rural farms and urban farms. *Street Farm* will inspire individuals and communities everywhere by providing a clear vision for combining innovative farming methods with concrete social goals, all of which aim to create healthier and more resilient communities.

Volcanic Eruptions and Their Repose, Unrest, Precursors, and Timing

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A noted environmental journalist discusses the possible ecological consequences beyond global warming resulting from modern human activity, and describes the possibility of massive instability and climate swings, including a possible return to ice ages of the past. Reprint.

Street Farm

(Piano/Vocal/Guitar Artist Songbook). Matching folio for Sara's sixth studio album featuring the lead single "Armor" and 11 more: Fire * No Such Thing * Petry by Dead Men * A Safe Place to Land (feat. John Legend) * Saint Honesty * and more. Songs are arranged for piano and voice with guitar chord frames.

Designing Regenerative Cultures

A writer for Harper's and The Nation illuminates the limitations of violence in modern human history and reveals vibrant alternative threads of non-violence accompanying all the major violent wars and revolutions of the last three centuries. Reprint. 25,000 first printing.

Natural Capitalism

Sustainability is based on a simple and long-recognized factual premise: Everything that humans require for their survival and well-being depends, directly or indirectly, on the natural environment. The environment provides the air we breathe, the water we drink, and the food we eat. Recognizing the importance of sustainability to its work, the U.S. Environmental Protection Agency (EPA) has been working to create programs and applications in a variety of areas to better incorporate sustainability into decision-making at the agency. To further strengthen the scientific basis for sustainability as it applies to human health and environmental protection, the EPA asked the National Research Council (NRC) to provide a framework for incorporating sustainability into the EPA's principles and decision-making. This framework, Sustainability and the U.S. EPA, provides recommendations for a sustainability approach that both incorporates and goes beyond an approach based on assessing and managing the risks posed by pollutants that has largely shaped environmental policy since the 1980s. Although risk-based methods have led to many successes and remain important tools, the report concludes that they are not adequate to address many of the complex problems that put current and future generations at risk, such as depletion of natural resources, climate change, and loss of biodiversity. Moreover, sophisticated tools are increasingly available to address cross-cutting, complex, and challenging issues that go beyond risk management. The report recommends that EPA formally adopt as its sustainability paradigm the widely used "three pillars" approach, which means considering the environmental, social, and economic impacts of an action or decision. Health should be expressly included in the "social"

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pillar. EPA should also articulate its vision for sustainability and develop a set of sustainability principles that would underlie all agency policies and programs.

Imperial Nature

Born in A.D. 76, Hadrian lived through and ruled during a tempestuous era, a time when the Colosseum was opened to the public and Pompeii was buried under a mountain of lava and ash. Acclaimed author Anthony Everitt vividly recounts Hadrian's thrilling life, in which the emperor brings a century of disorder and costly warfare to a peaceful conclusion while demonstrating how a monarchy can be compatible with good governance. What distinguished Hadrian's rule, according to Everitt, were two insights that inevitably ensured the empire's long and prosperous future: He ended Rome's territorial expansion, which had become strategically and economically untenable, by fortifying her boundaries (the many famed Walls of Hadrian), and he effectively "Hellenized" Rome by anointing Athens the empire's cultural center, thereby making Greek learning and art vastly more prominent in Roman life. By making splendid use of recently discovered archaeological materials and his own exhaustive research, Everitt sheds new light on one of the most important figures of the ancient world.

Growing a Business

Bestselling author Bill McKibben turns activist in the first hands-on guidebook to stopping climate change, the world's greatest threat Hurricane Katrina. A rapidly disappearing Arctic. The warmest winter on the East Coast in recorded history. The leading scientist at NASA warns that we have only ten years to reverse climate change; the British government's report on global warming estimates that the financial impact will be greater than the Great Depression and both world wars—combined. Bill McKibben, the author of the first major book on global warming, *The End of Nature*, warns that it's no longer time to debate global warming, it's time to fight it. Drawing on the experience of Step It Up, a national day of rallies held on April 14, 2007, McKibben and the Step It Up team of organizers provide the facts of what must change to save the climate and show how to build the fight in your community, church, or college. They describe how to launch online grassroots campaigns, generate persuasive political pressure, plan high-profile events that will draw media attention, and other effective actions. *Fight Global Warming Now* offers an essential blueprint for a mighty new movement against the most urgent challenge facing us today.

Utopian Legacies

Van Jones, Al Gore, Elizabeth Kolbert, Naomi Klein, and other essential voices on global warming, from its 19th-century

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discovery to the present, in a volume edited by Bill McKibben, our most widely respected environmental writer With the rise of extreme weather events worldwide--witness the devastation wrought by Hurricanes Sandy, Irene, and Katrina, and the sustained drought across the American West--global warming has become increasingly difficult to deny. What is happening to our planet? And what can we do about it? The Global Warming Reader provides more than thirty-five answers to these burning questions, from more than one hundred years of engagement with the topic. Here is Elizabeth Kolbert's groundbreaking essay "The Darkening Sea," Michael Crichton's skeptical view of climate change, George Monbiot's biting indictment of those who are really using up the planet's resources, NASA scientist James Hansen's testimony before the U.S. Congress, and clarion calls for action by Al Gore, Arundhati Roy, Naomi Klein, Van Jones, and many others. The Global Warming Reader is a comprehensive resource, expertly edited by someone who lives and breathes this defining issue of our time.

Drawdown

Volcanic eruptions are common, with more than 50 volcanic eruptions in the United States alone in the past 31 years. These eruptions can have devastating economic and social consequences, even at great distances from the volcano. Fortunately many eruptions are preceded by unrest that can be detected using ground, airborne, and spaceborne instruments. Data from these instruments, combined with basic understanding of how volcanoes work, form the basis for forecasting eruptions—where, when, how big, how long, and the consequences. Accurate forecasts of the likelihood and magnitude of an eruption in a specified timeframe are rooted in a scientific understanding of the processes that govern the storage, ascent, and eruption of magma. Yet our understanding of volcanic systems is incomplete and biased by the limited number of volcanoes and eruption styles observed with advanced instrumentation. *Volcanic Eruptions and Their Repose, Unrest, Precursors, and Timing* identifies key science questions, research and observation priorities, and approaches for building a volcano science community capable of tackling them. This report presents goals for making major advances in volcano science.

Inspired Philanthropy

The playwright George Bernard Shaw once said "The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man." Highly unconventional capitalists and entrepreneurs who are solving some of the world's great economic, social, and environmental problems are, in the process, disrupting existing industries, value chains, and business models, and replacing them with fast-growing markets in all corners of the world. *The Power of Unreasonable People* argues that leaders and decision-makers can gain insight into the future of market opportunity from the mindset and strategies of this new type

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of entrepreneur. The book offers an on-the-ground look at social entrepreneurs by identifying a new breed of "unreasonable" entrepreneurs, explaining how their enterprises have been built, exploring the impact of their work on future market risks and opportunities, and finally highlighting lessons for tomorrow's leaders. Incumbents who recognize the value of investing in, partnering with, and learning from these entrepreneurial operations will be better positioned to adapt to the disruption and adopt new business practices. John Elkington is the Founder, Chief Entrepreneur, and Non-Executive Director of the international consultancy SustainAbility. Pamela Hartigan is Managing Director for the Schwab Foundation for Social Entrepreneurship.

The Ecology of Commerce

Innovation Nation

Managing and protecting a company's brand is one of the most important jobs of the chief marketing officer, the chief executive officer, and the board. It used to be that marketers' greatest challenge was convincing a consumer to try their product and stick with it--beer, apps, cars, what have you. But the challenges facing brands have gotten far more complex, and the stakes have grown higher when marketing in the #FakeNews Era. Leaders must now address a highly polarized marketplace, in which consumers are energized by their tribal affiliations to take action for or against brands based on their perceived values, beliefs, and biases. They also face grim potential consequences--ranging from share loss to job loss--when things go wrong. Should your brand take social and political stands or keep quiet? What are the benefits and risks of weighing in versus sitting on the sidelines? Is embracing brand purpose good for business or wasteful self-indulgence? Can a CEO's misbehavior in a taxi cab one day bring a PR crisis the next? What happens when the public calls you out on a political position you didn't even mean to take? This book tackles questions like these, outlining how a company must carefully navigate the waters of the #FakeNews Era, where moral scrutiny and consumer outrage abound. Here you'll find strategic and tactical guidance on how to prepare yourself for what may lie ahead, because you won't have time to puzzle it out when you get that dreaded late-night call from PR.

Business Lessons from a Radical Industrialist

The must-read summary of Paul Hawken's book: "Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw it Coming". This complete summary of "Blessed Unrest" by Paul Hawken, a renowned author and activist, gives an overview of his account of the worldwide movement towards protecting the planet and correcting the mistakes made by humanity. It gives an optimistic view of humanity's future and the work done to promote environmental

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and social justice issues. Added-value of this summary: • Save time • Understand the movement working on correcting the mistakes made by humanity • Expand your knowledge of environmental and social justice issues To learn more, read "Blessed Unrest" and discover the worldwide movement working for social justice and ecology.

Blessed Unrest

This updated New York Times bestselling collection of essays by seven-time Grammy nominated singer songwriter Sara Bareilles “resonates with authentic and hard-won truths” (Publishers Weekly)—and features new material on the hit Broadway musical, *Waitress*. Sara Bareilles “pours her heart and soul into these essays” (Associated Press), sharing the joys and the struggles that come with creating great work, all while staying true to yourself. Imbued with humor and marked by Sara’s confessional writing style, this essay collection tells the inside story behind some of her most popular songs. Well known for her chart-topper “Brave,” Sara first broke through in 2007 with her multi-platinum single “Love Song.” She has since released seven albums that have sold millions of copies and spawned several hits. “A breezy, upbeat, and honest reflection of this multitalented artist” (Kirkus Reviews), *Sounds Like Me* reveals Sara Bareilles, the artist—and the woman—on songwriting, soul searching, and what’s discovered along the way.

Marketing in the #fakenews Era

With carbon farming, agriculture ceases to be part of the climate problem and becomes a critical part of the solution. Agriculture is rightly blamed as a major culprit of our climate crisis. But in this groundbreaking new book, Eric Toensmeier argues that agriculture—specifically, the subset of practices known as “carbon farming”—can, and should be, a linchpin of a global climate solutions platform. Carbon farming is a suite of agricultural practices and crops that sequester carbon in the soil and in aboveground biomass. Combined with a massive reduction in fossil fuel emissions—and in concert with adaptation strategies to our changing environment—carbon farming has the potential to bring us back from the brink of disaster and return our atmosphere to the “magic number” of 350 parts per million of carbon dioxide. Toensmeier’s book is the first to bring together these powerful strategies in one place, including in-depth analysis of the available research and, where research is lacking, a discussion of what it will take to get us there. Carbon farming can take many forms. The simplest practices involve modifications to annual crop production. Although many of these modifications have relatively low sequestration potential, they are widely applicable and easily adopted, and thus have excellent potential to mitigate climate change if practiced on a global scale. Likewise, grazing systems such as silvopasture are easily replicable, don’t require significant changes to human diet, and—given the amount of agricultural land worldwide that is devoted to pasture—can be important strategies in the carbon farming arsenal. But by far, agroforestry practices and perennial crops present the best opportunities for sequestration. While many of these systems are challenging to establish and manage,

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and would require us to change our diets to new and largely unfamiliar perennial crops, they also offer huge potential that has been almost entirely ignored by climate crusaders. Many of these carbon farming practices are already implemented globally on a scale of millions of hectares. These are not minor or marginal efforts, but win-win solutions that provide food, fodder, and feedstocks while fostering community self-reliance, creating jobs, protecting biodiversity, and repairing degraded land—all while sequestering carbon, reducing emissions, and ultimately contributing to a climate that will remain amenable to human civilization. Just as importantly to a livable future, these crops and practices can contribute to broader social goals such as women's empowerment, food sovereignty, and climate justice. The Carbon Farming Solution does not present a prescription for how cropland should be used and is not, first and foremost, a how-to manual, although following up on references in a given section will frequently provide such information. Instead, The Carbon Farming Solution is—at its root—a toolkit. It is the most complete collection of climate-friendly crops and practices currently available. With this toolkit, farmers, communities, and governments large and small, can successfully launch carbon farming projects with the most appropriate crops and practices to their climate, locale, and socioeconomic needs. Toensmeier's ultimate goal is to place carbon farming firmly in the center of the climate solutions platform, alongside clean solar and wind energy. With The Carbon Farming Solution, Toensmeier wants to change the discussion, impact policy decisions, and steer mitigation funds to the research, projects, and people around the world who envision a future where agriculture becomes the protagonist in this fraught, urgent, and unprecedented drama of our time. Citizens, farmers, and funders will be inspired to use the tools presented in this important new book to transform degraded lands around the world into productive carbon-storing landscapes.

The Joseph Blessing

Author and activist McKibben gathers the essential American writings that changed the way the public looks at the natural world. "American Earth" features essays by Walt Whitman, Rachel Carson, Barbara Kingsolver, Michael Pollan, and dozens more.

The Unconquerable World

Edited by Harvey Arden, with an Introduction by Chief Arvol Looking Horse, and a Preface by former Attorney General Ramsey Clark. In 1977, Leonard Peltier received a life sentence for the murder of two FBI agents. He has affirmed his innocence ever since--his case was made fully and famously in Peter Matthiessen's bestselling In the Spirit of Crazy Horse--and many remain convinced he was wrongly convicted. Prison Writings is a wise and unsettling book, both memoir and manifesto, chronicling his life in Leavenworth Prison in Kansas. Invoking the Sun Dance, in which pain leads one to a transcendent reality, Peltier explores his suffering and the insights it has borne him. He also locates his experience within

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the history of the American Indian peoples and their struggles to overcome the federal government's injustices.

American Earth

Tracking the evolution of the Cultural Creatives population, this original study explains how this group of some fifty million people are creating new social inventions and institutions, worldviews, and lifestyles that are environmentally sensitive, altruistic, idealistic, and spiritual and describes how these Cultural Creatives stand on the brink of transforming human life. Reprint. 25,000 first printing.

Ecodharma

Demonstrates the impact of the widening wealth gap on the health and well-being of the world's poor.

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