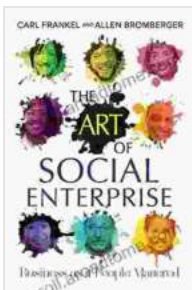


# Business As If People Mattered: The Revolutionary Guide to Reimagine Capitalism and Create a More Just, Sustainable World

By John Elkington

Business As If People Mattered is a revolutionary guide to reimagining capitalism and creating a more just, sustainable world. In this timely and thought-provoking book, renowned activist and author B Corp founder John Elkington reveals how businesses can transform their own operations and join with others to drive systemic change.



## The Art of Social Enterprise: Business as if People

**Mattered** by Carl Frankel

★★★★☆ 4.1 out of 5

Language : English  
File size : 981 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 211 pages



Elkington argues that the current system of capitalism is unsustainable and unjust. It is driving inequality, environmental degradation, and social unrest. He proposes a new model of capitalism that he calls "people-centered capitalism." This model puts people and the planet at the center of economic decision-making.

People-centered capitalism is based on three principles:

1. **Stakeholder capitalism:** Businesses should consider the interests of all their stakeholders, including employees, customers, suppliers, the community, and the environment.
2. **Sustainability:** Businesses should operate in a way that is sustainable for the environment and for future generations.
3. **Purpose:** Businesses should have a clear purpose that goes beyond profit maximization.

Elkington provides a wealth of case studies and examples of businesses that are already practicing people-centered capitalism. He shows how these businesses are outperforming their peers on financial, environmental, and social metrics.

*Business As If People Mattered* is a must-read for anyone who wants to create a more just, sustainable world. It is a powerful call to action for businesses to lead the way in transforming our economy.

## **Reviews**

"*Business As If People Mattered* is a groundbreaking book that has the potential to change the way we think about capitalism. Elkington's vision of a people-centered capitalism is both inspiring and achievable. This book is a must-read for anyone who cares about the future of our planet and our society." —**Muhammad Yunus, Nobel Peace Prize laureate and founder of Grameen Bank**

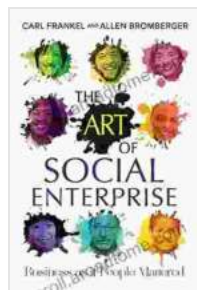
"John Elkington is one of the world's leading thinkers on sustainability and social justice. In *Business As If People Mattered*, he provides a roadmap for how businesses can create a more just and sustainable world. This book is essential reading for anyone who wants to be part of the solution." — **Christiana Figueres, former Executive Secretary of the United Nations Framework Convention on Climate Change**

## About the Author

John Elkington is a world-renowned activist and author on sustainability and social justice. He is the co-founder of the B Corp movement and the Volans Group, a leading sustainability consultancy. Elkington has been named one of the "100 Most Influential People in Business Ethics" by Ethisphere Institute and one of the "50 Most Influential Sustainability Leaders" by GreenBiz.

## Free Download Your Copy Today!

*Business As If People Mattered* is available now in hardcover, paperback, and e-book. Free Download your copy today and join the movement to create a more just, sustainable world.



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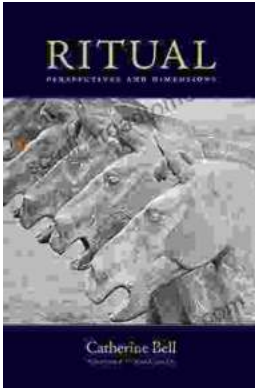
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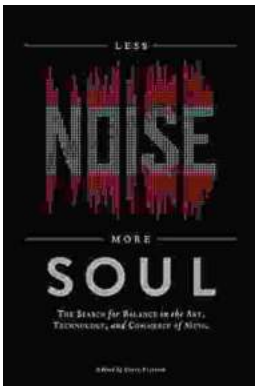
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