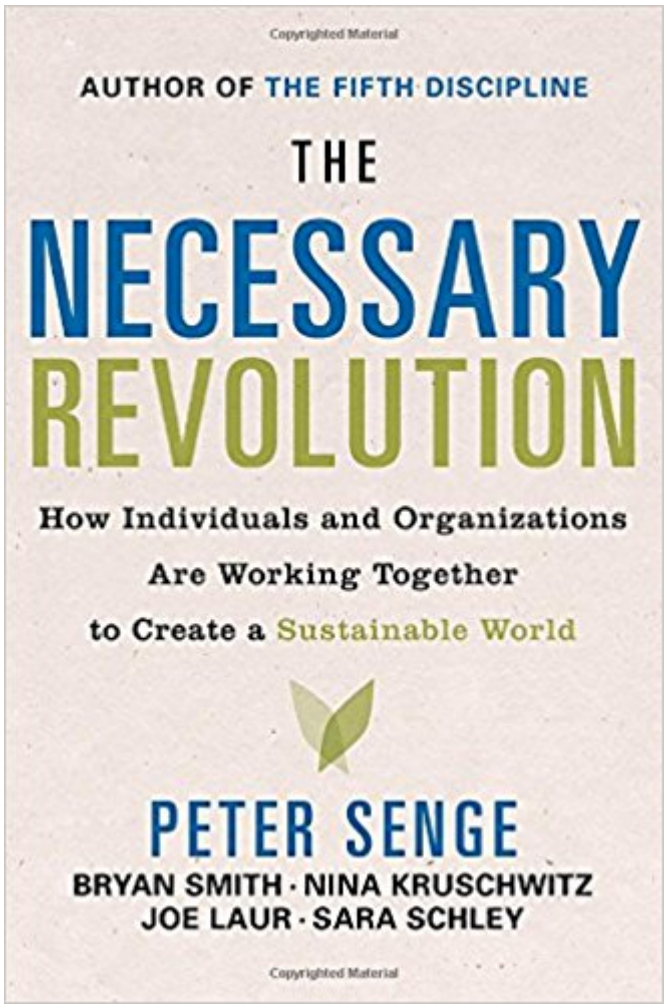
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The Necessary Revolution: How Individuals And Organizations Are Working Together To Create A Sustainable World



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Synopsis

Imagine a world in which the excess energy from one business would be used to heat another. Where buildings need less and less energy around the world, and where Ã¢â ¬Å“regenerativeÃ¢â ¬Â• commercial buildings Ã¢â ¬â œ ones that create more energy than they use Ã¢â ¬â œ are being designed. A world in which environmentally sound products and processes would be more cost-effective than wasteful ones. A world in which corporations such as Costco, Nike, BP, and countless others are forming partnerships with environmental and social justice organizations to ensure better stewardship of the earth and better livelihoods in the developing world. Now, stop imagining Ã¢â ¬â œ that world is already emerging.A revolution is underway in todayÃ¢â ¬â„¢s organizations. As Peter Senge and his co-authors reveal in The Necessary Revolution, companies around the world are boldly leading the change from dead-end Ã¢â ¬Å“business as usualÃ¢â ¬Â• tactics to transformative strategies that are essential for creating a flourishing, sustainable world. There is a long way to go, but the era of denial has ended. TodayÃ¢â ¬â„¢s most innovative leaders are recognizing that for the sake of our companies and our world, we must implement revolutionaryÃ¢â ¬â •not just incrementalÃ¢â ¬â •changes in the way we live and work.Brimming with inspiring stories from individuals and organizations tackling social and environmental problems around the globe, THE NECESSARY REVOLUTION reveals how ordinary people at every level are transforming their businesses and communities. By working collaboratively across boundaries, they are exploring and putting into place unprecedented solutions that move beyond just being Ã¢â ¬Å“less badÃ¢â ¬Â• to creating pathways that will enable us to flourish in an increasingly interdependent world. Among the stories in these pages are the evolution of SwedenÃ¢â ¬â„¢s Ã¢â ¬Å“Green Zone,Ã¢â ¬Â• AlcoaÃ¢â ¬â„¢s water use reduction goals, GEÃ¢â ¬â„¢s ecoimagination initiative, and Seventh GenerationÃ¢â ¬â„¢s decision to shift some of their advertising to youth-led social change programs.At its heart, THE NECESSARY REVOLUTION contains a wealth of strategies that individuals and organizations can use Ã¢â ¬â • specific tools and ways of thinking Ã¢â ¬â • to help us build the confidence and competence to respond effectively to the greatest challenge of our time. It is an essential guidebook for all of us who recognize the need to act and work togetherÃ¢â ¬â •nowÃ¢â ¬â •to create a sustainable world, both for ourselves and for the generations to follow.

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Customer Reviews

Acclaim for The Fifth Discipline by Peter Senge, Honored As One of The Five Greatest Business Books of All Time by The Financial Times Ã¢â ¬Å“A management classic.Ã¢â ¬Â• Ã¢â ¬â œBoston Globe Ã¢â ¬Å“One of the seminal management books of the past seventy-five years.Ã¢â ¬Â•Ã¢â ¬â •Harvard Business Review

Peter Senge was named as one of the 24 people who had Ã¢â ¬Å“the greatest influence on business strategy over the last 100 yearsÃ¢â ¬Â• by the Journal of Business StrategyPETER SENGE, senior lecturer at MIT and the founding chair of the Society for Organizational Learning (SoL), is the author or co-author of several bestselling books, including The Fifth Discipline, Schools That Learn, and Presence. BRYAN SMITH, coauthor with Senge of The Dance of Change and two other Fifth Discipline fieldbooks, is a member of the faculty at York UniversityÃ¢â ¬â„¢s Sustainable Enterprise Academy, and president of Broad Reach Innovations, Inc. NINA KRUSCHWITZ, manager of the Fifth Discipline Fieldbook Project, is the editor of Reflections: The SoL Journal on Knowledge, Learning, and Change. JOE LAUR and SARA SCHLEY co-founded the SoL Sustainability Consortium in 1998; Joe is vice president of content for Greenopolis.com, and Sara is a mentor for the Harold Grinspoon Foundation.

Peter Senge is a master thinker about organizational dynamics. In this book, he puts his prodigous abilities to work both telling stories of the good fight being fought and won, and preparing the reader to join the effort. I appreciate his deep understanding of how to nurture positive collaboration, and am just beginning to put his insights to work in my own professional life.Re-engineering all of our

human processes to create a biologically restorative economy is the challenge our generation must rise to, as my grandfather's generation rose to meet the Great Depression and WWII. This book is an invaluable guide to how we can rise to the occasion we are faced with.

People are just waking up to Global Warming, population explosion, dwindling resources, and waste, waste, waste. I liked the book because it gives me hope and a more positive attitude about how these challenges can be solved when we all work together. Maybe it takes an approaching annihilation of mankind vs coming together to solve these issues to achieve this, but it's time to face the fact that we all live on planet earth together. Ironically this healing will be lead by big and small business, followed by governments and law, and supported by people all over the world who want to survive.

I'm a Supply Chain Management / Logistics consultant, so I bought this book to start to learn more about the impact large companies can have on the environment through their supply chains. As a beginning reference, it works well. The book is well cited, with many footnotes and references provided to the reader so a fair and balanced perspective can be reached. For this reason alone I was extremely pleased.Overall it is a fairly interesting book to read. It contained a step-by-step guide to beginning change within a large organization, and tips on how any business can start to become more environmentally friendly. Although some are more practical than others, I think anyone would benefit from reading this book. It's not as heavy on the doom-and-gloom other works are, and while it won't keep you up at night it will certainly make you think. Of particular interest to myself was the Xerox case study, and the Coca Cola water usage study.

Great quality.

My book fell apart. I am a person that takes good care of my books and was very disappointed when half the pages fell out.

Senge and co-writers hit the mark. Except they do not truly get to the heart of organizational sustainability -- the heart of it is first the social sustainability of individuals, and knowing the fundamental values that underwrite social sustainability. It is a great beginning, but I urge readers to Google "social sustainability" to discover the rest of their unwritten revelation. Daniel Raphael, Ph.D.

It lays the blueprint for the world that's being contested today.

The book is appropriately named. Chapter after chapter detail the current reality and then puts forth a vision where we replenish the natural and human capital that was resourced in the industrial expansion. The case is made. Are we up to the task?

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