



# **Plan for the Planet: A Business Plan for a Sustainable World. Ian Chambers and John Humble (Gower Green Economics and Sustainable Growth)**

*Ian Chambers*

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## **Plan for the Planet: A Business Plan for a Sustainable World. Ian Chambers and John Humble (Gower Green Economics and Sustainable Growth) Ian Chambers**

The world struggles with increasing threats to global sustainability, caused by population growth, overuse of fresh water resources, depletion of biodiversity, and reliance on non-renewable energy sources. There is an urgent need for an overall plan to address these challenges in a coordinated and effective manner. Whether in government, business, community or as an individual, we need to begin acting a lot smarter, faster and more collaboratively if we are going to avert the potential devastating impacts on this planet. "Plan for the Planet" outlines a co-ordinated approach to tackling the global challenges we face which can be implemented at every level. Using proven business management wisdom and principles, this book provides perhaps the most comprehensive and robust framework within which business, government and the community can work together to build a sustainable world. Whether you want to understand how to prepare your organisation and yourself to deal successfully with the global challenges, or seize the opportunities which are fast developing with the emergence of the sustainability revolution, you will benefit from reading this timely book.

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