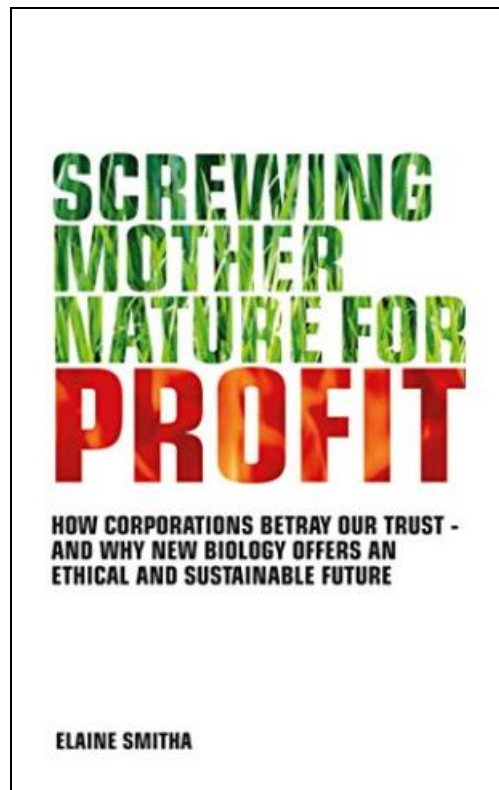


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Watkins Media, United Kingdom, 2011. Paperback. Book Condition: New. 213 x 135 mm. Language: English . Brand New Book. After the Deepwater Horizon exploded in the Gulf of Mexico, it was found that the rig's alarm system had been partly disabled so that workers could sleep. Hence there was no warning before the broken well started pouring oil into the sea. Now Elaine Smitha urges us to sound the alarm! *Screwing Mother Nature for Profit* is a wake-up call to acknowledge, and heal, the harm that corporate greed is wreaking on our planet. Overpopulation, hunger, pollution, climate change: the damage is all around us. How can we live in harmony with each other and with nature? For answers, Elaine Smitha turns to Mother Nature herself, explaining how her principles of cooperative competition can set corporations and governments on a path of conscious, sustainable growth. Drawing on concepts from Henry Ford's innovative production line to the findings of the new biology, she reveals a startling correlation between businesses and living systems - then uses this as the basis for a model of leadership oriented towards benefits much bigger than cash flow. Some of the topics covered include: * The danger of manipulating the food supply with terminator seeds * The possibilities of collective intelligence and crowd-sourcing * Innovative solutions for health care, communications and corporate governance * Ways for businesses to tap into the self-healing processes of the body and the power of the mind. In the words of one seasoned journalist, her book goes worlds beyond tired, ineffective and faddish theories to hold out fresh hope - not only for the corporate world, but for our whole world.

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