



## The Chrysalis Economy: How Citizen CEOs and Corporations Can Fuse Values and Value Creation (Hardback)

By John Elkington

John Wiley and Sons Ltd, United Kingdom, 2001. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Based on first-hand experience, The Chrysalis Economy explores some extraordinary cases of corporate meta-morphosis as we begin the long haul from today(1)s Caterpillar Economy to tomorrow(1)s Butterfly and Honeybee Economies. John Elkington looks over the shoulders of business leaders and boards as they build the values-based platforms essential for sustainable value creation. He also looks at the corporate cultures which will be needed and the steps required to achieve them.



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