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The Chrysalis Economy: How Citizen CEOs and Corporations Can Fuse Values and Value Creation

John Elkington

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Based on first-hand experience, The Chrysalis Economy explores some extraordinary cases of corporate meta-morphosis as we begin the long haul from today¹s Caterpillar Economy to tomorrow¹s 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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