

Sustainability Roundtable of Central Ohio

Special Lecture

By

Dr. Bruce Piasecki

author & consultant

founder & president: The AHC Group

www.ahcgroup.com

World Inc.

4 PM

Tuesday, May 22, 2007

250 Knowlton Hall *

Dr. Piasecki will discuss his new book, which argues, with examples, that corporate social responsibility will be a new capitalist imperative in a sustainable world. Recent reviews have positioned [World Inc.](#) on par with Thomas Friedman's *The World is Flat*, Alvin Tofler's *Future Shock*, Peters and Waterman's *In Search of Excellence*, Jim Collins' *Good to Great*, and Malcolm Gladwell's *Tipping Point*.

Piasecki paints as heroes "corporate response capitalists." His examples include leaders at GE, Toyota, HP, S&P, Whirlpool, Tom's of Maine, Innovest, and Suncor. In *World Inc.*, Piasecki pulls away from the pack of other CSR proponents. He hammers out the forward-looking metrics that companies must master to avoid managing through a rear-view mirror and leading their companies to extinction.

Bruce is an articulate thought leader and a compelling speaker. You will be stimulated, informed and entertained at this event.

The first 80 people who arrive at the event and who are present at its conclusion will receive a complimentary copy of Piasecki's book, *World Inc.*

Sponsored by the Solid Waste Authority of Central Ohio (SWACO)

* Knowlton Hall houses is the OSU School of Architecture, located northeast of Ohio Stadium. For directions click on: <http://www.osu.edu/map/building.php?building=017>. Parking available in adjacent Tuttle Garage.