

PRAISE FOR  
**WORLD INC.**

• HP's "global citizenship" initiative, and the struggles of maintaining vision in an ever-shifting world

Are you ready to be a consumer in this new global equity culture? Is your business ready to be a player? *World Inc* is a glimpse into the near future. Those who embrace and excel at social response will be the business success stories of our time.



**Dr. Bruce Piasecki** is the president and founder of the American Hazard Control Group, a management consulting firm since 1981 (for more information, visit [www.ahcgroup.com](http://www.ahcgroup.com)). He is

the author of five business books, including the bestselling *In Search of Environmental Excellence*, and his articles have appeared in the *Los Angeles Times* and the *Christian Science Monitor*. Visit [www.worldincbook.com](http://www.worldincbook.com) for updated blogs and information about global issues.

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WHEN IT COMES TO SOLUTIONS  
BUSINESSES ARE NOW MORE  
POWERFUL THAN GOVERNMENT

"Business from a new perspective—one which offers inspired possibilities for a better world..."

—Bruce Sampson, Vice President, Sustainability, BC Hydro

WORLD INC.

# WORLD INC.

WHEN IT COMES TO  
SOLUTIONS—BOTH  
LOCAL AND GLOBAL—  
**BUSINESSES ARE NOW  
MORE POWERFUL  
THAN GOVERNMENT.**  
WELCOME TO WORLD INC.

## BRUCE PIASECKI

Foreword by Patricia Aburdene, bestselling author of the *Megatrends* series

Afterword by George Dallas, Managing Director of Standard and Poor's

Business

\$24.95 U.S.  
\$32.50 CAN

"Capitalism is in the midst of profound transformation... What Bruce Piasecki sees will surprise and inspire you."

—from the foreword by Patricia Aburdene, bestselling author of the *Megatrends* series

An interesting thing happened while no one was paying attention:

- 51 of the world's top 100 economies are now corporations.
- More than 40 percent of world trade now takes place within multinational corporations.
- Problems are more severe, solutions are scarce and global barriers have fallen.

The result? When it comes to solutions, businesses are more capable and powerful than government. Welcome to World Inc.

Welcome to the most important and underreported business story of this century—one that has been going on for years, and will dictate the future of how businesses profit and societies advance.

Dr. Bruce Piasecki, top energy and environmental consultant to companies such as Toyota, BP, Chevron, DuPont and Dow Chemical, provides a groundbreaking new work showing that how businesses and their products address social issues—environment, energy, poverty, global conflict and more—is the most important surprise opportunity in front of them.

Using examples from his 25 years of work with corporate leaders, Piasecki examines this and more, including profiles of companies such as:

- Toyota—already known worldwide for efficiency—and their new drive to take over the automotive industry through environmental and energy innovations

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