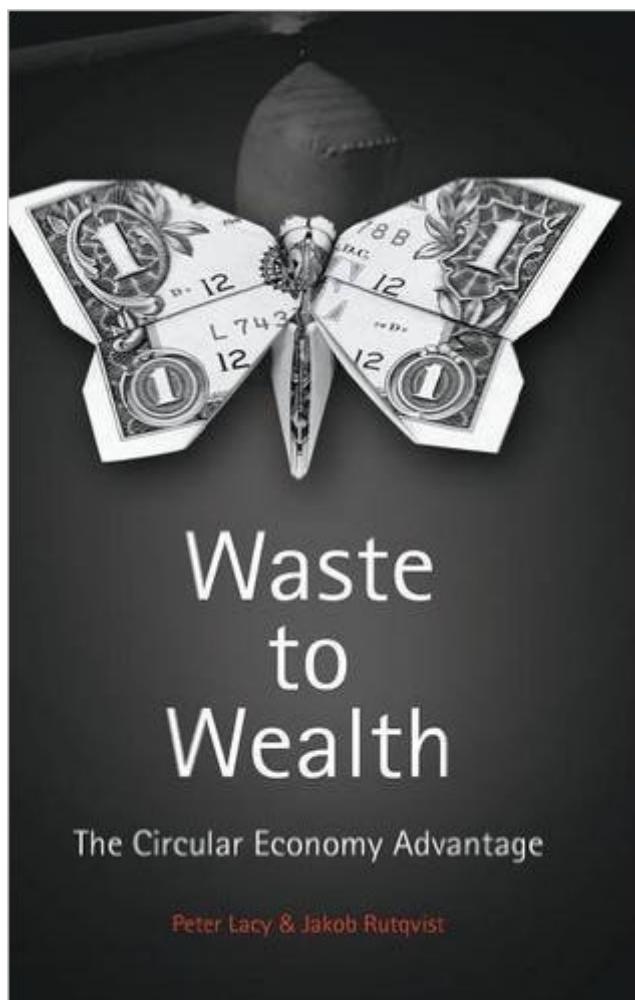


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# Waste To Wealth: The Circular Economy Advantage



## **Synopsis**

Waste to Wealth proves that 'green' and 'growth' need not be binary alternatives. The book examines five new business models that provide circular growth from deploying sustainable resources to the sharing economy before setting out what business leaders need to do to implement the models successfully.

## **Book Information**

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## **Customer Reviews**

There's a saying about 'sustainability strategy' books in print, known by some of us who have worked in the space more than a few years. Most such books are best viewed in terms of utility as "soft, absorbent, and exceptionally strong" to quote the 1980's BBC series "Blackadder" (the original reference is to WWI propaganda newspapers). That's really not far off the truth. Most management and strategy books, at most, do little more than repeat the utterly obvious in sonorous tones, as if none of us had heard any of it before. This book, despite being written by management consultants, is different, and extremely useful. There's a sentence I never thought I'd pen. I liked it for a number of reasons. First, it's clear about the business advantage inherent in the circular economy business model. Most such books spend far too long framing the problems anyone outside of an amoeba on Saturn already knows, that the world and its human industrial and retail systems, are inherently and potentially fatally, unsustainable. Second, I like it because it doesn't repeat itself endlessly. Most books are 80,000 words padding out from a 20,000 word idea to meet the publishers length expectations for marketing and presentation. I'm not saying this book, as most other management

or business books, doesn't have some repetition, it does, and to a degree that is inevitable. But the authors and their editors manage that well, or as well as one can expect. Thirdly, I like it because it's clearly structured, has flow and follows a path, a logical argument that the circular economy, that circular strategy, would follow in a business when implemented.

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