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This book is more than just a 'palliative care' guide for the planet - it is about innovation, solutions, competitiveness and profitability. At work, at home and as members of society, our generation has an opportunity - to be part of the obligation - and an exciting solution in restoring the balance. The authors present a bold vision for the future and demonstrate how we can get there, drawing on lessons of competitive advantage theory and the latest in sustainability, economics, innovation, business and governance theory and practice. The result is nothing less than the most authoritative and comprehensive guide to date, to building the new ecologically sustainable economy. For further information about The Natural Edge Project and to view the book's online companion, visit [www.naturaledgeproject.net](http://www.naturaledgeproject.net).