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Few organizations have been as influential as The Natural Step in empowering and inspiring people to design a more sustainable world. In The Natural Step Story, Dr. Karl-Henrik Robèrt describes first hand the evolution of the Natural Step framework comprised of four system conditions essential for the maintenance of life on Earth, together with a robust methodology for how to apply them strategically. Adopted by a growing number of major companies, universities and municipalities, The Natural Step is about improving sustainable economic performance through more devotion to social and ecological sustainability than one's competitors - rather than in spite of it. The Natural Step Story will appeal to all with a passion for sustainability, including business leaders, academics, journalists, activists, and students.