on the Irdium Project Case studies are an important part of project management education and training. This book is the result of the extensive case studies drawn from the real life such as air-conditioners, electric cars, sub-way trains, motor drives, renewable energy solar, fuel cells, wind turbines, and flexible transmission systems, and the coverage of these developments makes this new book on active and reactive power control. This book represents a turning point in the debate about the emerging role and responsibilities of business in society. “Capitalism at the Crossroads is a practical manifesto for business in the twenty-first century. The book is written for some flexibility in the order of the topics. Much of the text in computer simulation using PSpice as a supplement to analytical circuit solution techniques. Lost Connections: Depression and anxiety are now at epidemic levels. Why? 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solutions to bear on some of the world's most intractable social and environmental problems." - Chad Holloway, Chairman and CEO, DuPont "Capitalism at the Crossroads clearly reveals the essence of what sustainability means to today's business world. Hart's analysis of businesses must increasingly adopt a business framework based on building sustainable value speaks to the entire sustainability movement's relevance. Sustainability is more than today's competitive edge; it is tomorrow's model for success." - Don Pether, President and CEO, Dofasco Inc. "Stuart Hart has written a book full of big insights painted with bold strokes. He may make you mad. 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"This stimulating book documents the central role that business will come through compellingly in Capitalism at the Crossroads captures a disturbing and descriptive picture of the global condition. Dr. Hart constructs a compelling new corporate business model that simultaneously merges the metric of profitability along with societal value and environmental integrity. He challenges the corporate sector to take the lead and to invoke this change so that the benefits of capitalism can be shared with the entire human community worldwide." - Mac Bridger, CEO of Tandus Group "Stuart L. Hart makes a very important contribution to the understanding of how enterprise can help save the world's environment. Crucial reading." - Hernando de Soto, President of The Institute for Liberty and Democracy and author of The Mystery of Capital "Stuart Hart's insights into the business sense of sustainability come through compellingly in Capitalism at the Crossroads. Any businessperson interested in the long view will find resonance with his wise reasoning." - Ray Anderson, Founder and Chairman, Interface, Inc. "This stimulating book documents the central role that business will play in humanity's efforts to develop a sustainable global economy. Professor Hart presents an attractive vision of opportunity for those corporations that develop the new technologies, new business models, and new mental frames that are essential to a sustainable future." - Jeffrey Lehman, Former President of Cornell University "The people of the world are in desperate need of new ideas if global industrial development is ever to result in something other than the rich getting richer and the poor getting poorer, with nature (and potentially all of us) suffering the collateral damage. Few have contributed more to meeting this need over the past decade than Stuart Hart by helping to illuminate the potential role for business and new thinking in business strategy in the journey ahead. Capitalism at the Crossroads challenges, provokes, and no doubt will stimulate many debates—which is exactly what is needed." - Peter Senge, Massachusetts Institute of Technology, Chairperson of the Society for Organizational Learning, and author of The Fifth Discipline: The Art and Practice of The Learning Organization New Foreword by Al Gore Brand-New Second Edition, Completely Revised with Up-to-the-minute trends and lessons learned New and updated case studies The latest corporate responses to climate change, energy, and terrorism Global capitalism stands at a crossroads-facing terrorism, environmental destruction, and anti-globalization backlash. Today's global companies are at a crossroads, too—searching desperately for new sources of profitable growth. Stuart L. Hart's Capitalism at the Crossroads, Second Edition is about solving both of those problems at the same time. It's about igniting new growth by creating sustainable products that solve urgent societal problems. It's about using new technology to deliver profitable solutions that reduce poverty and protect the environment. It's about becoming truly indigenous to all your markets, and avoiding the pitfalls of first-generation "greening" and "sustainability" strategies. Hart has thoroughly revised this seminal book with new case studies, trends, and lessons learned-including the latest experiences of leaders like GE and Wal-Mart. You'll find new insights from the pioneering BoP Protocol initiative, in which multinationals are incubating new businesses in income-poor communities. You'll also discover creative new ways in which corporations are responding to global warming and terrorism. More than ever, this book points the way toward a capitalism that's more inclusive, more welcome, and far more successful for both companies and communities, worldwide. Paths to profitable sustainability: Lessons from GE and Wal-Mart Shattering the "trade-off" myth New commercial strategies for serving the "base of the pyramid" What enterprises have learned about doing business in income-poor regions Becoming indigenous-for real, for good Codiscovering new opportunities, cocreating new businesses with the poor Learning from leaders: 20+ new and updated case studies Best practices from DuPont, HP, Unilever, SC Johnson, Tata, P&G, Cemex, and more About the Author xxix Acknowledgments xxi MAPPING THE TERRAIN Chapter 1: From Obligation to Opportunity Chapter 2: Worlds in Collision 31 Chapter 3: The Sustainable Value Portfolio 59 PART TWO: BEYOND GREENING Chapter 4: Creative Destruction and Sustainability 87 Chapter 5: The Great Leap Downward 111 Chapter 6: Reaching the Base of the Pyramid 139 PART THREE: BECOMING INDIGENOUS Chapter 7: Broadening the Corporate Bandwidth 169 Chapter 8: Developing Native Capability 193 Chapter 9: Toward a Sustainable Global Enterprise 223 Epilogue 249 Index 254