“The newest popular business title in the tradition of Thomas Friedman’s *The World Is Flat*, Alvin Toffler’s *Future Shock*, Peters and Waterman’s *In Search of Excellence*, Levitt and Dubner’s *Freakonomics*, Jim Collins’ *Good to Great*, and Malcolm Gladwell’s *Tipping Point* is Bruce Piasecki’s *World Inc.*”

— CRO Magazine

“We now know that the world is flat, but the evolution of corporate business will give society good reason to look forward to *World Inc.*

In the next 25 years, the world will increasingly look to corporations instead of governments to solve its major social problems; among them, global warming, energy diversification, and nature conservation.

*World Inc.*, the sixth book by Dr. Bruce Piasecki, examines how “going green” is colliding with “going global” to leave all forward-thinking economic leaders a crucial decision to face: Either see business leadership as social leadership and prosper, or risk decline and defeat in the global marketplace.

“Capitalism is in the midst of a profound transformation…What Bruce Piasecki sees will surprise and inspire you…”

— Patricia Aburdene
Bestselling author
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“[World Inc.] puts forth the revolutionary business truth that will increasingly govern free enterprise in the coming decades: A well-made product embodies key social values…”

—Patricia Aburdene
Bestselling author
Megatrends and Megatrends 2010

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Fmr. President
The Nature Conservancy

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—Richard H. Walker
Sr. National Manager – Environmental Solutions
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Corp. Strategy Senior Director
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—David Monsma
Executive Director - Energy and Environment Program
The Aspen Institute

“As the author concludes, ’Those that do not address these drivers will be consumed or cease to exist.’”

—Kenneth R. Dickerson
Senior VP, ARCO (Ret.)

“…ably demonstrates that we are indeed becoming one world. Corporations can either step up to their role as good stewards or pay the price in the marketplace. This book should be on every decision maker’s desk.”

—Sheldon Drobny
Co-Founder
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