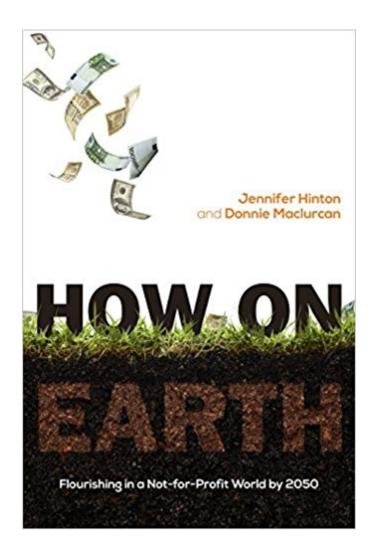
## The book was found

# How On Earth: Flourishing In A Not-for-Profit World By 2050





# **Synopsis**

Something incredible is happening within our economy. Beyond the failures of state socialism and the excesses of corporate capitalism, a realistic alternative is emerging. In How on Earth, Donnie Maclurcan and Jennifer Hinton chart the rise of businesses that place purpose ahead of profit, and outline how the advantages these businesses hold in the marketplace pave the way to an entirely different economic system, focused on addressing human need, not greed. At the heart of this monumental transition lies the changing nature of not-for-profit (NFP) organizations. Contrary to popular notions of non-profit inefficiency, unaccountability, and dependence on donors, the 21st century NFP is proving highly efficient, transparent, and increasingly self-funded. Distinguishing themselves from B corps and ethical/green shareholder companies by always reinvesting rather than privatizing profits, NFP enterprises around the world are proliferating and succeeding in areas as diverse as construction, manufacturing, software development, food catering, and retail. In a process described by Jeremy Rifkin as â ^the eclipse of capitalismâ ™, many NFP enterprises (including various forms of cooperatives, community interest companies, government-owned corporations, and social businesses) are now outperforming their for-profit counterparts, driven by marked advantages in terms of finance, human resources, productivity, innovation, governance, environmental outcomes, value creation and market reputation. Simultaneously, NFP enterprises are increasingly curbing the excesses that have traditionally been associated with the charitable sector. Moving beyond the market/state dichotomy, the NFP model finally aligns our economy with the social values that modern science and ancient wisdom agree are central to our shared prosperity. With wealth recirculating through a purpose-driven system, the emerging NFP world economy is better able to serve people and planet, while retaining market dynamics and requiring less taxation and government bureaucracy in the process. A groundbreaking contribution to economic theory, How on Earth presents the worldâ TMs first practical blueprint for the transition to a fairer, thriving economy that offers quality of life for all while respecting our ecological limits.

### **Book Information**

Paperback: 250 pages

Publisher: Post Growth Publishing (February 8, 2017)

Language: English

ISBN-10: 0990369005

ISBN-13: 978-0990369004

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Best Sellers Rank: #1,704,429 in Books (See Top 100 in Books) #262 in Books > Business & Money > Management & Leadership > Corporate Governance #495 in Books > Business & Money > Processes & Infrastructure > Green Business #1361 in Books > Business & Money > Economics > Sustainable Development

#### Download to continue reading...

How on Earth: Flourishing in a Not-for-Profit World by 2050 Wiley Not-for-Profit GAAP 2014: Interpretation and Application of Generally Accepted Accounting Principles (Wiley Not-For-Profit GAAP: Interpretation ... of Generally Accepted Accounting Principles) Gardening For Entrepreneurs: Gardening Techniques For High Yield, High Profit Crops (Farming For Profit, Gardening For Profit, High Yield Gardening) The World in 2050: Four Forces Shaping Civilization's Northern Future Administra tu Pasion: America Latina 2050 Un Gamer A La Vez (Spanish Edition) Flourishing: A Frank Conversation about Sustainability Flourishing Enterprise: The New Spirit of Business Profit Maximization: 5 Unique Ways to Increase Your Revenue, Decrease Your Costs, and Maximize Your Profit in 30 Days or Less! "Do Not Worry, Do Not Be Anxious, Do Not Be Afraid": A Self-Help Manual for People Who Worry a Lot and Suffer Anxiety and Fear Unjournaling: Daily Writing Exercises That Are Not Personal, Not Introspective, Not Boring! Wiley Not-for-Profit GAAP 2015: Interpretation and Application of Generally Accepted Accounting Principles (Wiley Regulatory Reporting) Not-for-Profit Accounting Made Easy The Handbook of Board Governance: A Comprehensive Guide for Public, Private, and Not-for-Profit Board Members Step-By-Step To Find \$15,000 On Internet To Start Any Full/Part-Time Business: Website Links To Grants, Non-Profit Money, Crowdfunding, Shared Economy, & Peer-To-Peer Money Not In Google Financial Management for Public, Health, and Not-for-Profit Organizations (4th Edition) The Simplified Guide to Not-for-Profit Accounting, Formation and Reporting Nonprofit: Starting a Charity - How To Successfully Change Lives, Give Aid & Build a Community (Contribution, Not For Profit, Fundraising, Startup, Donation, Volunteering, NGO Book 1) Essentials of Accounting for Governmental and Not-for-Profit Organizations Government and Not-for-Profit Accounting: Concepts and Practices Government and Not-for-Profit Accounting: Concepts and Practices, 7th Edition

**Dmca**