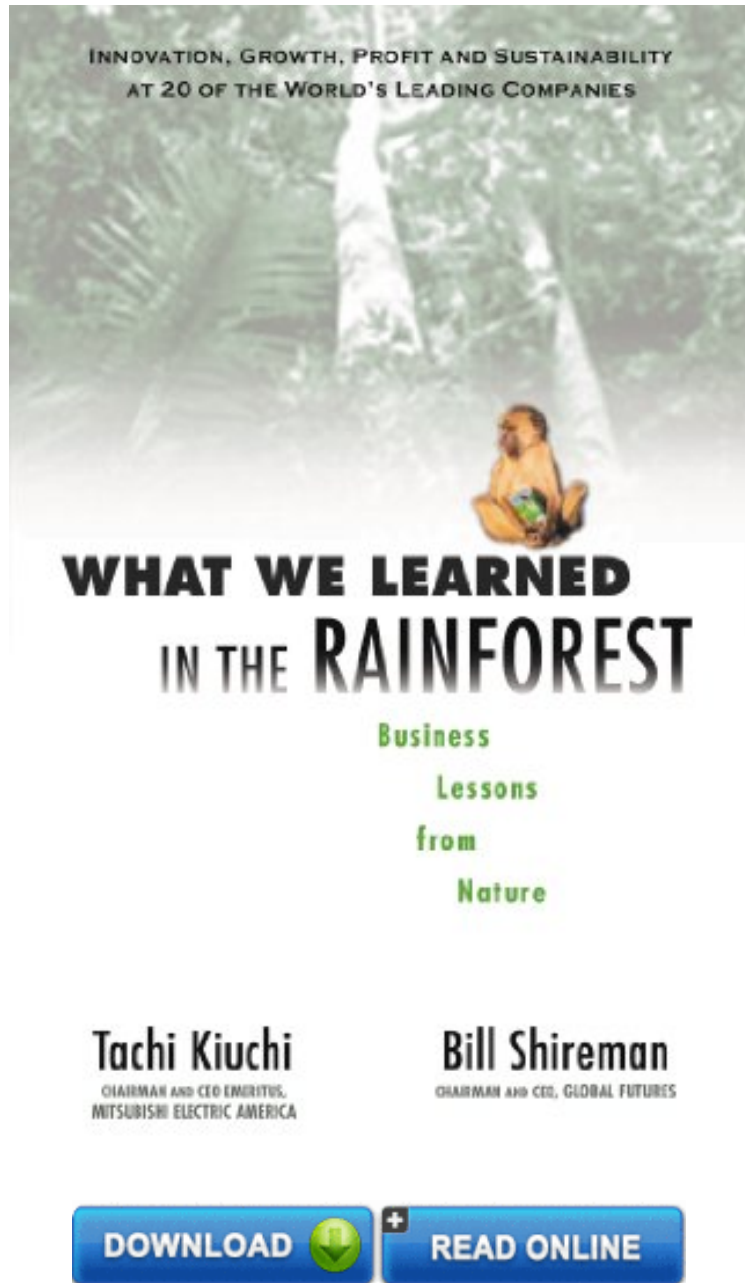


What We Learned in the Rainforest: Business Lessons from Nature (Future 500 Book)

Tachi Kiuchi, Bill Shireman

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Tachi Kiuchi, Bill Shireman : What We Learned in the Rainforest: Business Lessons from Nature (Future 500 Book) before purchasing it in order to gage whether or not it would be worth my time, and all praised What We Learned in the Rainforest: Business Lessons from Nature (Future 500 Book):

0 of 0 people found the following review helpful. Five StarsBy AnthonyLoved the work and the story that Tachi Kiuchi explored in these pages1.0 of 1 people found the following review helpful. From a professional foresterBy

spiralWow, how fortunate we are to still have rainforests that can teach us so much.I was surprised that that the authors never visited the oldest rainforests in the world, Daintree in Queensland, Australia.This is a book for those that are realistic and genuine about sustainability.I would advise any senior managers to take action after reading this book.My years as a forester taught me many lessons, not so much about the forest but about life. this book is as applicable to foresters as it is to any other people in organisations, even that organisation is your family.wonderful as the metaphor of the forest is made applicable to and for you!4 of 8 people found the following review helpful. Waste Neither Money Nor Time...By NottinghamThis title of this book is an alluring theme but the book is, upon reading, virtually worthless. The analogy between a natural ecosystem and an economic system is clear enough and certainly not an earthshaking discovery - the rhythms, cycles, feedback mechanisms, etc., of any dynamic system are obvious similarities. But try to draw too much parallel between a natural system and a man-made system will inevitably lead to meaningless conclusions.The author proposes a theory and then cites real-world examples that conform to that theory, sometimes rather forcibly. One example: In a section on information, the author said that the Indian auto industry was protected by high tariffs and that it led to its stagnation and decline. The author claimed that it was because the industry "failed to encourage the use of information." Anyone with the slightest knowledge of free market knows that lack of competition was the real cause. Does the rainforest add anything?At another point, the author pondered on how the eye was (or was not) the result of evolution, and after postulating that incremental evolution was not possible for certain very complex biological structures (such as the eye), he cites the new notions of "intelligent design" and "downward causation". High sounding names, but how do they come about now?? Well, intelligent design must be because evolution is not...As to downward causation, it is, as illustrated by the rainforest, a series of adaptation. Wow, I thought that was evolution.There was also a lengthy tirade denouncing the Wintel platform's dominance "threatening the infospace." This was taken right out of the annals of the cyberspace sour grapes.Finally, although the author tries to appear apolitical and centrist, his liberal bias was all too clear - from his dismissive comments about Dick Cheney to his proposal of (government?) setting rules on how software must be created to be modular, with open interface, etc., etc. Whew!This book was recommended by a number of big name business people, whose businesses got a fair bit of free PR from this book. My recommendation: waste neither money nor time on this book. Do enjoy the rainforest, but learn your business skills by studying the free market instead.

What We Learned in the Rainforest presents a surprising new business principle: by applying strategies and practices gleaned from nature-by emulating what it once sought to conquer-business can adapt rapidly to changing market conditions and attain greater and more sustainable profits.With clear, direct language and dozens of real-world examples, Kiuchi and Shireman show how a company can become a complex living system that doesn't merely balance competing interests but truly integrates them. Examples from leading companies include: How Coca-Cola CEO Doug Daft uses diversity to drive sales How Intel founder Gordon Moore creates profit by design How Bill Coors builds businesses on the theory that "all waste is lost profit" How Shell profits as an industrial ecosystem What Weyerhaeuser and activists learned from each other How Dow earns 300% returns, and Dupont builds market share with eco-effectiveness, and more This book shows that the old model of business-the machine model that pitted business against nature-is growing obsolete. In the emerging economy, businesses excel when they emulate what they once sought to conquer. They maximize performance as they become like nature, like a complex living system. By moving beyond the industrial machine model, and applying the dynamic principles of the rainforest instead, business can learn how to create more profit than ever, and to do so more sustainably.Written by two would-be "arch enemies"- a hard-nosed CEO of a major corporation and a dedicated environmentalist-this book doesn't just balance competing interests, it integrates them into a truly revolutionary new paradigm. Kiuchi and Shireman present numerous real-world examples from leading companies-business strategies and management practices that maximize business performance by all measures: economic, social, and environmental. They illustrate the powerful business model provided by nature for driving innovation, increasing profit, spurring growth, and ensuring sustainability.

.com Studying the environment to gain insight into organizational behavior can be a fascinating exercise, with advocates from Jane Jacobs to Margaret Wheatley among those who have helped us envision the inherent possibilities. What We Learned in the Rainforest takes a similar but uniquely focused approach, as Mitsubishi Electric CEO Tachi Kiuchi and environmental advocate Bill Shireman tie development and sustainment of the rainforest directly to progressive practices of businesses such as Hewlett-Packard, Coca-Cola, and Nike. Employing an interesting format--each section begins with the authors describing an ongoing parachute descent into the rainforest in order to illustrate a specific principle--Kiuchi and Shireman explain how concepts such as feedback, profit, design, and diversity aid both their natural laboratory and their corporate examples. In the "Succession" chapter, for instance, they relate a rainforest's "four phases of life" to the cycle of innovation, growth, improvement, and creative destruction that is experienced by successful businesses. With the goal of drawing on nature's wisdom rather than drawing down its physical resources, the book advances a vision of sustainability en route to profitability that is as provocative as it is potentially practical. --Howard RothmanAbout the AuthorTachi Kiuchi is one of Japan's best-known and most

iconoclastic corporate executives. As Chairman and CEO of Mitsubishi Electric America, he built the Mitsubishi Electric brand in the U.S. and managed the company's transition from the old to the new economy. As Managing Director of Mitsubishi Electric Corporation, he broke with Japanese corporate norms to champion a "living systems" approach to business that included rapid adaptation, financial transparency, openness, cultural diversity, executive positions for women, and environmental sustainability. He even forged a bold agreement with Rainforest Action Network (RAN) to promote corporate sustainability. Today he continues to press for profitable and sustainable business practices at Mitsubishi and other major Japanese corporations. Bill Shireman is one of America's leading environmental advocates. Called a "master of environmental entrepreneurship," he develops profitable strategies for sustainability. As head of the largest recycling lobby in the country, Shireman wrote California's "bottle bill" recycling law. He then brokered deals between some of the world's largest corporations and most impassioned activists—from Coca-Cola, Coors, Nike, Mitsubishi, and Weyerhaeuser, to Greenpeace, Rainforest Action Network, and the Sierra Club—to recycle over 100 billion beverage containers, help save millions of acres of forest, and harness corporate buying power to drive down consumption of nonsustainable resources. Today he is CEO of Global Futures, serves as President of the Future 500, and leads a Corporate Accountability Practice (CAP) in partnership with Manning Selvage Lee.