

# New World Companies

The Future of Capitalism

Bruce Piasecki

Since 1981, more than 60 percent of Fortune 500 companies have either failed or been significantly downgraded in size, influence, or governance structures. In *New World Companies*, best-selling author Bruce Piasecki examines this sobering reality and explains why certain twenty-first century companies are likely to thrive while others fall short.

The book opens with an overview of today's global corporate environment. It examines the growing trend toward socially responsive policies and practices as an integral part of a successful operation. Also included are informative discussions of the evolution of shared values in business networks, the new flow of money management, the importance of innovation and sustainability, and much more.

Whether you are an investor, an executive, or a consumer, *New World Companies* provides you with the tools needed to measure a company's potential for growth and success—or its likelihood of failure.

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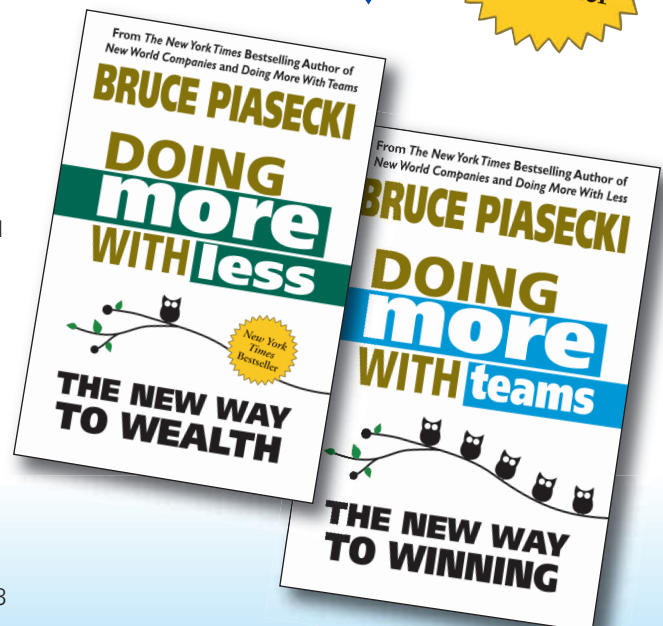
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### About the Author

*Bruce Piasecki* received his master's degree and doctorate from Cornell University and was a tenured professor at Clarkson University and the business school at Rensselaer Polytechnic Institute. He is the president and founder of AHC Group, Inc., a management consulting firm. Toyota and Walmart are among the hundreds of global companies he has advised in the areas of corporate governance, climate change, environmental strategy, product innovation, and sustainability. Dr. Piasecki is the author of ten books on business policy, including *New York Times* bestseller *Doing More With Less*.

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# Here's what they're saying about *New World Companies*

## “A must read”

“Bruce Piasecki has done it again by writing a provocative and insightful analysis on capitalism and society—with an eye for how they co-evolve. Piasecki will make you rethink the role and place of private sector companies in society. It is a must read for any company that wishes to be more than just a fleeting blip in history.”

—Ed Piñero

Senior Vice President Sustainability and Public Affairs  
Veolia North America

## “A practical approach”

“This book takes the complex subject of ESG and makes it simple for the business manager to understand. Its common sense and practical approach provides a framework that is relevant for any business anywhere in the world. Praise for *New World Companies*, which establishes the link between long-term sustainability of a business and its profitability, and demonstrates why this agenda is a must for every Finance Director.”

—Richard Ellis

Vice President, Corporate Social Responsibility  
Walgreens Boots Alliance

## “A compelling vision”

“In this book, Bruce Piasecki not only presents a compelling vision for a more socially responsive form of capitalism, he also spells out a practical agenda for the business and social leaders who can make it happen.”

—Matt Mayberry, PhD

Founder, Whole Works Consulting

## “Profound and insightful”

“A profound and insightful look at corporations that will endure and thrive in a world of increasing challenge, risk and opportunity.”

—Elizabeth (Libby) Cheney

Partner, TRIO Global Consulting

## “A masterful narrative”

“*New World Companies* offers all readers compelling evidence that corporations and society now share an interconnected viewpoint and direction. Piasecki's message demonstrates “inclusion” in the broadest sense. A masterful narrative that cautions our pace of change, as it illustrates a way to social economic harmony. There is fearless courage in this writer that we need and will enjoy.”

—David William Gibbons

Co-founder, Universal One Broadcasting

For more information on Bruce Piasecki's books, visit  
[www.DoingMoreWithLessBook.com](http://www.DoingMoreWithLessBook.com)

Visit [www.ahcgroup.com](http://www.ahcgroup.com) for information on Business-to-Business leadership workshops.