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Nota di contenuto	Cover; Title Page; Copyright; Contents; Dedication; Foreword; Preface; Introduction: Profit from Tomorrow's Bottom Line; Chapter 1 Adopt the Right Aspirations; Ten Aspirations for Breakthrough Leadership; Aim to Do the Apparently Impossible; Hold Yourself Accountable; Take the Lead; Be Truly Ambitious; Work with Partners; Be Bold-and Simple; Redefine Success; Catalyze Movements; Provide a Voice for the Future; Engage People Around the World; Linking Aspirations to Incentives; Moving Aspirations Beyond Corporate Citizenship; Chapter 2 Create New Corporate Structures Existing-and Breakthrough-Corporate FormsLLCs; Family-Owned Businesses; Employee-Owned Businesses; Cooperatives; Social Businesses and B Corps; Rethinking Existing Business Structures; Achieving Buy-In for Tomorrow's Corporate Forms; Achieving Critical Mass; Chapter 3 Apply True Accounting Principles; Accounting for Profit and Loss; Probing the Dark Side of Accounting; Accounting in Multiple Dimensions; Reporting Environmental Footprints; Integrated Accounting; Other Initiatives; Chapter 4 Calculate True Returns; Rebooting Economics; Getting a Grip on Externalities

Engaging the Global C-Suite; Investing for True Returns; Scaling Societal Value; Chapter 5 Embrace Well-Being; Positioning Business as a Driver of Well-Being; Measuring-and Valuing-Happiness and Well-Being; Taking a Cue from Social Entrepreneurs; Editing Choices to Boost Well-Being; Improving Infrastructures; Creating New Societal Dreams; Chapter 6 Level the Playing Field; Abiding by the Rules; Leveraging the Power of Positive Incentives; Removing Perverse Subsidies; Joining Forces; Avoiding Corruption; Evolving the Playing Field; Chapter 7 Pursue Full Transparency

Doing Business in the Goldfish Bowl; Embracing Integrated Reporting; Shrinking Our Footprints; Redefining P&L and ROI; Harnessing Big Data; Plugging into the Circular Economy; Chapter 8 Redefine Education; Waking Up to the B-School Challenge; Changing the Relationship Between Business and B-Schools; Meeting the Needs of Tomorrow's Students; Changing the Face of Executive Education; Rediscovering Experiential Learning; Helping Today's Faculty Teach Tomorrow's Leaders; Reengineering Tomorrow's B-Schools; Chapter 9 Learn from Nature's Model; Probing the Three Levels of Biomimicry; Grasping the Ultimate Bottom Line; Innovating Like Nature; Gaining Buy-In for Biomimicry; Chapter 10 Keep the Long Run in Mind; Expanding the C-Suite Time Horizon; Expanding the Time Horizon for Shareholders; Shifting Toward Longer-Term Investing; Rewarding Longer-Term Investors; Shuttling Between Timescales; Conclusion: Get Ready to Break Through; Rewriting the Rules; Breaking Through; Accept the Challenge; Commit to Breakthrough Leadership; Get the Internal and External Incentives Right; Join Forces-and Keep Us Posted; Notes; Acknowledgments; About the Authors; Index; More from Wiley; EULA

Sommario/riassunto

The world's most forward-looking CEOs recognize the real challenge facing business today: a fundamental shift in the nature of commerce. While sustainability programs, government action, and nonprofits are all parts of the solution, CEOs and other leaders must focus on social, environmental, and economic benefit-not only because it will make the world a better place, but because it will ensure lasting profitability and success in the business climate of tomorrow. The Breakthrough Challenge is both an inspiring call-to-action and a guide for this transformation, based on the work of The B Team.
