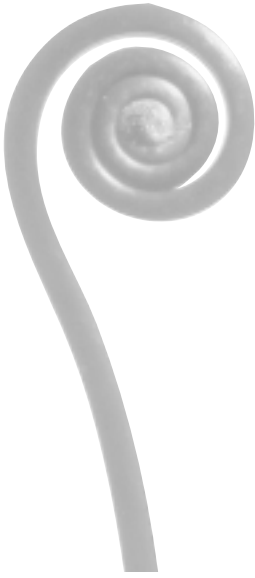


# Press Release

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For Immediate Release  
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Rocky Mountain Institute



***Announcing a provocative new book that promises to change the face of business... Two of its visionary co-authors available for interviews... Free-lunch fallacy or inspired common sense?***

Most businesses still operate according to a set of underlying **assumptions** that are little changed since the start of the first Industrial Revolution.

Then, natural resources were abundant and labor was the limiting factor of production. But now, there's a surplus of people, while natural capital—not only resources, but also the ecological systems that provide vital life-support services—is in decline and relatively expensive.

The next Industrial Revolution, like the first one, will be a response to changing patterns of scarcity. It will create upheaval, but more importantly, it will create **opportunities**. Business must adjust to these new realities.

Innovative companies are already doing just that. They're profiting and gaining decisive competitive advantage—and their leaders and employees are feeling better about what they do, too. They're in the vanguard of a new business model: natural capitalism.

That's the message of ***Natural Capitalism: Creating the Next Industrial Revolution***—the most comprehensive book yet on the lucrative opportunities for businesses in an era of approaching environmental limits. It has just been published by Little, Brown (\$26.95; ISBN 0-316-35316-7).

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Co-authors **Amory and Hunter Lovins** are engaging speakers and made-to-order interview subjects. Besides being articulate and offering an solutions-oriented message, they're just plain interesting characters.

They're the odd couple of environmentalism—not least because they insist they're not environmentalists, and cut figures that are as different from each other as they are from that of the stereotypical tree-hugger. He's an eccentric, calculator-punching genius who looks and acts like a CFO; a business insider and confidant of presidents, he tirelessly cross-pollinates ideas and information among researchers, corporate executives, and policy-makers. She walks and talks like the rancher and rodeo-rider that she is in her spare time in Colorado, yet routinely addresses high-powered business audiences. Despite their environmental leanings, they're admired (sometimes grudgingly) throughout the private sector as brilliant visionaries and on-the-money business consultants.

The Lovinses have appeared on numerous television shows, including *60 Minutes*, *Good Morning America*, *American Agenda*, *McNeil/Lehrer NewsHour*, and dozens of news programs. (Please see the accompanying sheet for more biographical details.)

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An extraordinarily **upbeat book**, *Natural Capitalism* describes a future in which business and environmental interests increasingly overlap, and in which companies can improve their bottom lines and help solve environmental problems at the same time.

(more)

The authors identify four **major shifts** in business practices that are enabling innovative companies to position themselves as leaders in the new economy: radically increased resource productivity; biologically inspired production models; a focus on selling services (for example, illumination) rather than goods (light bulbs); and reinvestment in the natural capital that is the basis of future prosperity. Citing hundreds of compelling stories from a wide array of sectors, *Natural Capitalism* has the ring of inevitability and common sense.

Natural-capitalist companies are realizing benefits both for today's shareholders and for future generations. And, say the authors, firing the "unproductive tons, gallons, and kilowatt-hours" often makes it possible to keep the people, who will foster the innovation that drives future improvement.

*Natural Capitalism* discovers a **new world**—the huge, growing and largely unexplored common ground between business and environmental interests. As such, it's got a lot of people excited.

- Says Peter Senge (*The Fifth Discipline*): "If Adam Smith's *The Wealth of Nations* was the bible for the first Industrial Revolution, then *Natural Capitalism* may well prove to be it for the next."
- "You had better have a copy of this on your shelf or you will not be able to identify tomorrow's companies and industries as they appear before your eyes," advises Professor Stuart Hart of the University of North Carolina's Kenan-Flagler Business School.
- Ray Anderson, chairman and CEO of Interface, Inc., says: "As the industrial arm of modern society's larger body struggles to come to terms with the mounting evidence of the damage it is inflicting on the body itself and the body's home, Earth, *Natural Capitalism* provides some crucially important guidance. Looking for a viable philosophical starting point? Here it is. Looking for hard evidence to validate that philosophy? Here it is. Looking for peace of mind? Start here."
- David Orr (*Earth in Mind*) raves: "By illuminating the common ground between economics, environment, and society with crystal clarity and eloquence, *Natural Capitalism* is the design manual for the 21st century. Read it! Read it again!"
- And this from Tachi Kiuchi, Managing Director of Mitsubishi Electric Corporation: "*Natural Capitalism* reads like a manifesto, a touching and powerful credo, for the second industrial revolution. Three of the world's best brains have put together all their wisdom and created a work that future historians may look back upon as a milestone on our way to a new, sustainable economy."
- And *Publishers Weekly* calls *Natural Capitalism* "an ambitious, visionary, monster book. . . the book's reach is phenomenal. It belongs to the galvanizing tradition of Frances Moore Lappé's *Diet for a Small Planet* and Stewart Brand's *The Whole Earth Catalog*."

Amory and Hunter Lovins will be touring North America and Europe through December. To check their schedule or arrange an interview, please visit [www.naturalcapitalism.org](http://www.naturalcapitalism.org) or contact Rocky Mountain Institute at the coordinates given above.