



‘Out of the Box’

ZERI Management Stories
Gunter Pauli



Out Of The Box Zeri Management Stories

Annelies Wilder-Smith



Out Of The Box Zeri Management Stories:

Out of the Box Gunter Pauli, 2004 The 21 fairy tales in Gunter Pauli's Out of the Box prepare companies executives and their teams to be the pioneering agents of transformation as well as promising to be both fun and profitable Each concept is clarified with a concrete brief business case Some are successes some failures Examples are based on first hand experiences from 20 different companies some large multinationals some small niche players some venture capital funded innovation companies operating in Europe North and South America Asia and Africa Creativity and innovation are not the exclusive domain of the North and the multinational corporation it also is happening in the Southern Hemisphere Those executives who embrace these concepts of creativity innovation and leadership will bring business to the forefront of society responding to people's requirements in co evolution with nature strengthening culture and tradition as well as creating a wonderful platform upon which entrepreneurs will thrive wherever they are in the world **The Blue Economy** Gunter A. Pauli, 2010

Dr Gunter Pauli is challenging the green movement he has been so much a part of to do better to do more He is the entrepreneur who launched Ecover those products are probably in many of your homes He built the largest ecologically sound factory in the world His participation in the Club of Rome and the founding of Zero Emissions Research Institute ZERI has made an immense contribution to sustainability both in terms of research public awareness and articulating a visionary direction He has dedicated himself to teaching and the hands on implementation of projects that have brought healthy environments good nutrition health care and jobs in sustainable commerce to a myriad of places in the world **Friends**

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