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Big-Pivot strategy represents a major shift in consciousness for the private sector, but it's not entirely radical. In fact, this kind of thinking is highly conservative, with a major dose of self-interest. We need to conserve the planet's capacity to support us for our own good.

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The Big Pivot is at once a wake-up call to action, a pragmatic and hopeful bridge from today's ominous trajectory to a vision of sustainable innovation and a circular economy that is both required and exhilarating, and a thoughtful repository of ideas and springboards for getting there. But we're running out of time.

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The Big Pivot (Hardcover) Radically Practical Strategies for a Hotter, Scarcer, and More Open World By Andrew S. Winston Harvard Business Review Press, 9781422167816, 344pp.

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The Big Pivot: Radically Practical Strategies for a Hotter, Scarcer, and More Open World. (Harvard Business Review Press, 2014) Many of us wax lyrical about paradigm shifts but fail to grasp the dizzying, gut-wrenching impact of the transitions that Thomas Kuhn had in mind when he popularized the term in the 1960s.

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