Plan for the Planet - a business plan for a sustainable world

With increasing global concern about the future of our planet, the outcomes of the Earth Summit being held in Rio de Janeiro from June 20 to 22 will be critical to all of our futures. Gower Publishing is therefore pleased to announce the global launch of a must read book for every politician, business manager, student and community member who is keen to address the mounting global challenges we are all facing today - Plan for the Planet - A business plan for a sustainable world.We live today in a paradoxical world. While we benefit enormously from the massive advances we have made in technology and civilization, we are simultaneously destroying the planet in which we live. Ironically, we possess both the capability of achieving long-term sustainability and the ability to accelerate our own destruction.

The challenge for our generation is to use our vast capabilities to our best advantage and collaboratively build the sustainable future that, despite what some will have us believe, we have the capacity to achieve.

There have been many books written on the subject of global sustainability but few include genuine substance backed by factual data, objective analysis and, most importantly, practical ways we can all make a difference.

Plan for the Planet, authored by Ian Chambers, M.B.A. (AGSM), B.S.W, and the late John Humble, M.A. (Cantab), draws on the authors combined extensive global business management experience to outline a visionary, yet practical approach to achieving an outcome we would all be proud to hand on to the next

generation - a sustainable world.

Founded on key best practice management principles, Plan for the Planet contains a wealth of information and practical examples of how businesses and individuals are embracing the global sustainability agenda examples that anyone could adopt or adapt themselves. Since its initial release, the website www.iplanfortheplanet.com has also been established to further increase awareness and build participation andworld wide collaboration. Coinciding with the Rio+20 Earth Summit, the global launch of Plan for the Planet provides an important opportunity to develop this further.

Mr Chambers said, The global challenges we are now facing on the planet - continuing population growth, overuse of water resources, depletion of biodiversity, reliance on non renewable energy sources, rising food prices and climate disruptions - are far greater than at the last Earth Summit, and the timeframes to address them much shorter. The key opportunity therefore for this 2012 Earth Summit is to develop a coordinated and global plan of action to successfully tackle these challenges. 'Fail to Plan, Plan to Fail', said Winston Churchill. With only one planet, we cannot afford to fail.'

Plan for the Planet is available to purchase now through Gower Publishing (http://www.gowerpublishing.com), Amazon (http://www.amazon.com) and at all leading bookstores.

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