

Sustainability, the Laws of Ecology, and What They Mean For Business

- The ability of the natural systems of the planet to sustain life has been and is still being severely damaged by the dominant culture and natural systems are descending into chaos to reinvent themselves. The fate of the people and other higher forms of life is in our own hands through the choices we make during this transition time. These facts are not altered in the least by self-serving denials, opinions, or misinformation common in the dominant culture.
- There is a new reality and new culture evolving with new rules for business and all human activity on the planet (at least new to us, the dominant culture).
- It is simple. Those people and businesses that get it will survive and thrive; those that don't won't.