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Most businesses still operate according to a world view that hasn't changed since the start of the 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--natural resources and the ecological systems that provide vital life-support services--is in decline and relatively expensive.

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Natural capitalism is a way of thinking that seeks to apply market principles to all sources of material value, most importantly natural resources. The authors have two related goals: first, to show the vast array of ecologically smart options available to businesses; second, to argue that it is possible for society and industry to adopt them.

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to muster and accumulate human-made capital on vast levels,natural capital,on which civilization depends to create economic prosperity, is rapidly declining,1 and the rate of loss is increasing proportionate to gains in material well-being.Natural capital includes all the familiar resources used by humankind: water,minerals,oil,trees,fish,soil,air,et

CHAPTER 1 The Next Industrial Revolution

Natural Capitalism describes a future in which business and environmental interests increasingly overlap, and in which companies can improve their bottom lines, help solve environmental problems and feel better about what they do all at the same time.

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