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Business Lessons from the Rainforest: Wealth Secrets from Nature (Paperback)

By Dr Chukwudozie Samuel Nzewi

Createspace, United States, 2012. Paperback. Book Condition: New. Large Print. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The rainforest is the most successful ecosystem on the planet: with more species of fish in one pond than all of the British Isle and over 2000 different species of plants per acre; the origin of half of the world s species and a quarter of all naturally occurring drugs. It also recycles a quarter of the world s oxygen. This book unveils this model for business, the economy and society. 1. These are the tallest trees of about 50m (166ft) in height.They are the Fortune 500 Companies 2. If you are a business you have your equivalent in the bush 3. More importantly they are the reason why there are no bubbles and crashes in the rainforest but a stable lush forest in perpetuity. 4. We do not allow the full effect of recessions to cleanse the market, so our markets are not optimal but full of dross, riding from crash to the next crash 5. An economic depression is a bad inflammatory process, necessary for healing, but so exaggerated in scale and severity that...



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