

WHAT WE LEARNED IN THE RAINFOREST

Business Lessons from Nature

INNOVATION, GROWTH, PROFIT, AND SUSTAINABILITY
AT 20 OF THE WORLD'S TOP COMPANIES

Tachi Kiuchi

CHAIRMAN AND CEO EMERITUS, MITSUBISHI ELECTRIC AMERICA Bill Shireman

PRESIDENT AND CEO, THE FUTURE 500

٥k

Table of Contents

Preface v

About the Authors 255

Acknowledgments xii	i	
INTRODUCTION	How Can Business Profit from Nature?	1
PART Principles in Na Performance in	nture That Maximize Business	15
ONE	Feedback	17
TWO	Information	35
THREE	Profit	57
FOUR	Design	81
FI∨E	Innovation	91
SIX	Diversity	111
SEVEN	Succession	121
PART II		
How to Use the	e Principles: Strategy, Tactics, and Tools	137
EIGHT	Management	139
NINE	New Tools and New Values	165
CONCLUSION	A Journey into the Business Rainforest	197
Appendix I Appendix II	The Future 500 Future 500 Tool Kit	209 215
Bibliography 233 Index 239		