



Cannibals with Forks: Triple Bottom Line of 21st Century Business

By John Elkington

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Cannibals with Forks passionately demonstrates how all businesses can and must help society achieve the three inter-linked goals of economic prosperity, environmental protection and social equity, issues which are already at the top of the corporate agenda.

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Editorial Review

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Polish poet Stanislaw Lec asked, "Is it progress if a cannibal uses a fork?" Elkington applies the question to twenty-first-century capitalism as he ponders whether holding corporations accountable to a "triple bottom-line" of economic prosperity, environmental quality, and social justice constitutes progress. Elkington cofounded SustainAbility, a London consulting firm that advises major corporations on how to be more environmentally sensitive and socially active while prospering economically. He is also the author of several books on corporate "greening" and "green" consumerism. Published last year in Britain, Elkington's book identifies the seven dimensions of--or revolutions leading to--a sustainable future. For each of the seven, he examines the "blind-spots" most corporate leaders have that prevent them from joining in the revolution. Focusing mostly on environmental issues and using examples from his impressive client list, Elkington invokes the mantra of sustainable development and assures us that this is progress. *David Rouse*

About the Author

John Elkington is co-author of the million-copy bestseller *The Green Consumer Guide*, Chairman of London-based SustainAbility, Europe's best respected sustainability consultancy firm, and a regular *Guardian* columnist and contributor to *Harvard Business Review*, *Management Today*, and *Tomorrow Magazine*.

Users Review

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