



Green Outcomes in the Real World: Global Forces, Local Circumstances, and Sustainable Solutions

Peter, Mr McManners

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Over the last three decades the world economy has grown strongly on the back of 'globalization' supported by the policies of free-trade, open markets and privatisation. Support has also grown for the concept of 'sustainability', meeting the needs of the present without compromising the ability of future generations to meet their own needs. But as the Earth's systems come under increasing strain, the inherent conflict between sustainability and globalization has been exposed. Green Outcomes in a Real World examines the shift in thinking required to reconcile these two important areas of policy.

In this ground breaking book, Peter McManners has coined the term 'Proximization' to define a new policy framework. The principles of Proximization are: 'sustainability', 'subsidiarity', 'primacy of the state' and 'market economics' and the application of these familiar concepts towards a sustainable globalised world is novel and different.

The author argues that adherence to the principles of proximization will return world society to a stable natural order, and will mean changes. Global commodity flows will reduce and barriers to migration will increase. National governments will demand more control over their finances leading to restrictions on capital flows. Indeed, Peter believes that an element of 'selfish determination' is needed.

The new world order will be sustainable by design. Global organisations such as the UN, national governments and global corporations will have to understand and apply a different paradigm. The arguments in this book do not reflect the idealism or even naivety of some of the green movement. This book is about hard-edged reality presented by an author with huge experience and a deep understanding of the business perspective. It will appeal to a wide range of professionals involved in setting policy and future direction for businesses, governments, and non-governmental bodies, as well as to those with an academic interest in business, economics, social and environmental issues, and public policy.

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