



Screw Business As Usual

Richard Branson

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RICHARD BRANSON, one of the world's most famous and admired business leaders, argues that it's time to turn capitalism upside down-to shift our values from an exclusive focus on profit to also caring for people, communities and the planet

As he writes:

"It's a vibrant and definite sea change from the way business was always done, when financial profit was a driving force. Today, people aren't afraid to say, *Screw business as usual!*-and show they mean it.

"It's amazing how I keep coming across the same message, from bustling global cities to the townships of South Africa to small villages in India to G8 climate conferences.

"It's no coincidence that so many people are talking about the same thing. There's a real buzz in the air. Change is happening.

"People often associate me with challenges, with trying to break records while sailing the Atlantic or flying in a jet stream in a balloon or going into space with Virgin Galactic. But this book isn't just about fun and adventure and exceeding one's wildest dreams. It's a different kind of business book. It's about revolution. My message is a simple one: business as usual isn't working. In fact, business as usual is wrecking this planet. Resources are being used up; the air, the sea, the land are all heavily polluted. The poor are getting poorer. Many are dying of starvation or because they can't afford a dollar a day for lifesaving medicine.

"But my message is not all doom and gloom. I will describe how I think business can help fix things and create a more prosperous world for everyone. I happen to believe in business because I believe that business is a force for good. By that I mean that *doing good is good for business*.

"Doing the right thing can be profitable. I will show how this works step by step in the following pages. It's the core message of this book. I often say, 'Have fun and the money will come.' I still believe that, but now I am saying, '*Do good, have fun and the money will come.*'"

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Jeannette Villalobos:

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Thomas Hill:

Reading a book tends to be new life style on this era globalization. With reading you can get a lot of information that can give you benefit in your life. Using book everyone in this world could share their idea. Guides can also inspire a lot of people. Plenty of author can inspire their very own reader with their story or their experience. Not only the storyline that share in the guides. But also they write about the information about something that you need instance. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book which exist now. The authors these days always try to improve their proficiency in writing, they also doing some research before they write with their book. One of them is this Screw Business As Usual.

Nicholas Thiede:

Playing with family in a park, coming to see the sea world or hanging out with close friends is thing that usually you could have done when you have spare time, and then why you don't try factor that really opposite from that. One particular activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Screw Business As Usual, you are able to enjoy both. It is great combination right, you still want to miss it? What kind of hang type is it? Oh can occur its mind hangout folks. What? Still don't buy it, oh come on its known as reading friends.

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