

Changing the Game

Sustainable Market Transformation Strategies to Understand and Tackle the Big and Complex Sustainability Challenges of Our Generation

We are at the beginning of the sustainability era. The biggest challenge of our generation is to reach the Sustainable Development Goals. For this we must be willing to understand and change the root causes that create these challenges in the first place. The system itself needs to change. But how to do that? This ground-breaking book Changing the Game reveals the missing insights and strategies to actually achieve system change. The authors Lucas Simons and André Nijhof bring decades of real life and academic experience, and state that most of the sustainability challenges are actually caused by the same system failures, every time. Therefore, the way to accelerate and manage system change is also similar every time – if you know where to look and how to act. The theory of sustainable market transformation and system change is described in a compelling and easy to understand eight-step approach applied to eight different sectors. The authors, together with respected sector experts, describe the drivers, triggers and dominant thinking in each of these sectors as well as the strategies needed to move towards higher levels of sustainability. This book is highly accessible and engaging, and is perfect for use by professionals, leaders and students for understanding how to move markets to a more sustainable future.

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