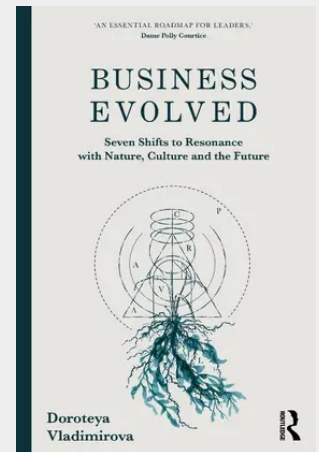


Business Evolved

Seven Shifts to Resonance with Nature, Culture and the Future

What becomes of business when it evolves in resonance with nature, culture and the future? Business Evolved reveals the Resonance Centre® as the answer: a new organisational form that amplifies the world it inhabits, creating value through attunement. The Seven Shifts of Business Evolution distil 15 years of practice-led research into theoretically grounded yet practical pathways that cultivate seven resonance qualities: Authenticity, Agency, Reciprocity, Coherence, Vitality, Legacy and Perpetuity. The Seven Shifts guide businesses to: - establish a living philosophy as the governing worldview - build a resonant business model rooted in value and trust - give back and give forward to nature, communities and future generations - craft a distinctive impact signature - evolve into a centre of resonance. The Resonance Instruments, rigorously developed over years of application, provide both a methodology and an invitation to redefine the relationship between business and the world. This book offers an optimistic vision of what becomes possible when entrepreneurial energy is directed towards solving the world's most consequential problems. It is for leaders, founders, strategists, advisors, educators and students ready to take organisations into the next era.



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