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*John Elkington*

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# Cannibals with Forks: The Triple Bottom Line of 21st Century Business (The Conscientious Commerce Series)

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## **Cannibals with Forks: The Triple Bottom Line of 21st Century Business (The Conscientious Commerce Series) John Elkington**

Elkington convincingly argues that future market success will often depend upon a company's ability to satisfy the three-pronged fork of profitability, environmental quality, and social justice. This lively and practical guide outlines the seven great "sustainable" revolutions that are already unfolding, showing how business leaders should respond and profiles some of the world's best-known companies including Nike, Wal-mart, Levi Strauss, Volkswagen, Texaco, Intel, Volvo, Dow Chemical, Electrolux, Novo Nordisk, and Shell.

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