



Global Green Shift

When Ceres Meets Gaia

By John A. Mathews

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Winner of 2018 Schumpeter Prize Competition. The book provides an in-depth explanation of the issues facing humanity and the evolving solutions.

‘John Mathews is one of the foremost political economists examining, perhaps, the central question of our time, whether, we, as a species, can devise responses to global climate change. In this book, he argues that new green technologies are already available to allow us to begin manufacturing energy and thus overcome our addiction to fossil fuels – and he argues that it is China that is leading the way in the transition.’ –Martin Kenney, Professor, Community and Regional Development, University of California, USA

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The greening of industry is described as a global process driven not so much by Western countries concerned with climate change as by China, India and other industrializing countries responding to economic imperatives as they scale up their industrial systems. This is described as economics meeting ecology, or Ceres meeting Gaia.

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John A. Mathews is a management strategy scholar who has influenced global policies on the greening of industry.

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