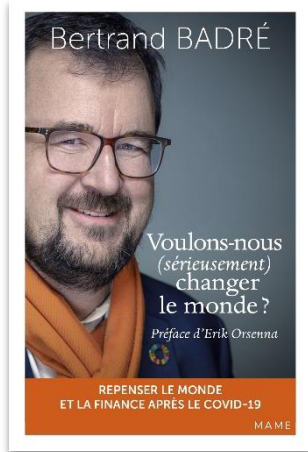


DO WE (SERIOUSLY) WANT TO CHANGE THE WORLD?



The current economic crisis is an opportunity for a fundamental shift in financial capitalism for a sustainable and fair world

THE CONTENT

Capitalism as we know it today has not been ruling the world from the outset. This system, characterized by the supremacy of finance, is historically related to the triumph, in the 1980s, of the theory stating that company's only goal is to make profit for its shareholders.

This capitalist system, distorted by its congenital short-term vision, encourages predatory attitudes towards natural resources and ecosystems, and contributes to an unprecedented environmental crisis. In many countries, it is leading to growing inequalities and new populist movements, which are taking advantage of a generalized mistrust. Finally, it is no longer responding to the expectations of the new generation's economic players, on every level – employees, managers, executives and consumers – because it is not able to quench their thirst for meaning.

Bertrand Badré offers here an informed and uncompromising analysis, but also concrete solutions for the benefit of all people and the planet. There is still time to replace groundless and predatory capitalism with a form of capitalism that is reintegrated in the very fabric of business, concerned both with nature and with harmonious human and social development.

Both from a global and corporate perspective, capitalism has to reinvent itself, both in its global structure and in its most concrete practices, in order to become a means to solve people's problems in a profitable way. The 2008 crisis has been a missed opportunity to rethink the bases of our sick system, the crisis caused by the Covid-19 is a new (last?) opportunity to change our model. It is not too late for this life-saving change!

TECHNICAL INFORMATION

Softcover
208 pages
15 x 22.5 cm
€17.00

TARGET

Students and professionals (focus on finance, legal, general management, international organizations...), political world

WORDCOUNT

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MORE INFORMATION

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KEY POINTS

- * an accessible text for a wide audience, visionary and practical, easy to read and serious;
- * following the current economic and environmental crisis, high international expectations for a model change to build a sustainable and fair world;
- * an invitation to everyone to get involved in this change, as a citizen, an investor, a worker, a consumer;
- * a rich book written by an insider, lead banker, advisor of Presidents and practitioner of sustainable capitalism.

AUTHOR

Bertrand Badré is the former Managing Director and CFO of the World Bank Group. He is now CEO and founder of investment fund Blue Like an Orange Sustainable Capital. Badré is co-sponsor of the One Planet Lab, a group of international experts selected by the President Emmanuel Macron to help him identify and strive for clear and accessible climate policy goals. He is also a member of the advisory board of Project Syndicate, where he often writes about regulation of financial markets for sustainable development.

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