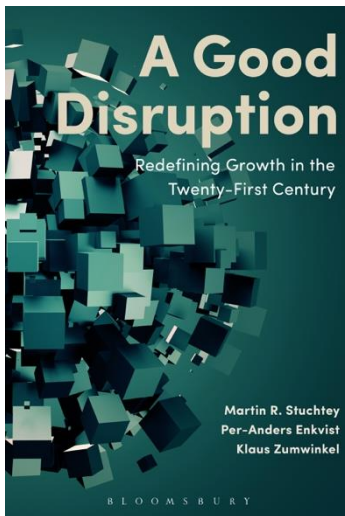


B L O O M S B U R Y



A Good Disruption: Redefining Growth in the Twenty-First Century

**By Martin R. Stuchtey, Per-Anders Enkvist
and Klaus Zumwinkel**

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We are standing at a crossroads. A massive disruption of new, effectively exponential technology is sweeping through our economy just at a time when the economic, social and environmental costs of conventional growth are becoming ever more evident.

Disruptive technology is one of the defining economic trends of our age with companies such as Airbnb, Uber and Apple dramatically transforming their industries. But what is the true impact of such disruption on the world's economies, and does it have the potential to solve global problems such as low growth, inequality and environmental degradation? Why not seize this opportunity and make it a good disruption?

A Good Disruption highlights some of the huge costs that are at stake and argues that managing such disruption will be the defining business challenge of the next decade. In order for us to meet that challenge, the book sets out a bold, timely and inspirational vision for a more robust and sustainable economic model, demonstrating how we can use technology to have a prospering economy while nature thrives.

Marrying the latest thinking from Silicon Valley, the Paris climate meetings and traditional economics, *A Good Disruption* is rich in relevant case studies, incorporates industry examples from around the world and features a number of interviews with leading business influencers including Nobel laureate Mohamed Yunus and Lord Nicholas Stern.

The foreword is written by Dominic Barton, Global MD of McKinsey and the book was produced with input from the Ellen MacArthur Foundation, and support from the Deutsche Post Foundation. *A Good Disruption* is essential reading for business leaders, policy makers, and anyone interested in the long-term direction of the economy.

Written by Martin R. Stuchtey, Per-Anders Enkvist and Klaus Zumwinkel, who share a deep interest in resource economics, green innovation and systemic change but also have many years of experience working in the economic mainstream.

About the authors:

Martin R. Stuchtey studied geology and business before spending almost twenty years at McKinsey, ultimately as senior partner. Here he worked across all industries until he initiated, together with colleagues, McKinsey's now sizeable sustainability practice. He took particular interest in water, green growth and circular industrial models. With The Ellen MacArthur Foundation and the World Economic Forum, Martin authored a number of reports on the economic and business rationale of an accelerated transition towards a circular economy. Martin is co-founder and managing partner of SystemIQ, an investment company that accelerates system-level change in the environmental space, and a professor for resource strategy and management.

Per-Anders Enkvist is a physicist by training, and worked at McKinsey from 1999 to 2015, the last seven years as a co-founder and partner of the sustainability practice, where he had global responsibility for McKinsey's work on climate change and its business implications, and also worked on sustainability transformations and green growth. Specifically, Per-Anders developed McKinsey's global greenhouse gas abatement cost curve, and had global responsibility for this tool. Per-Anders has now founded Material Economics, a consulting firm focused on resource strategy and sustainability transformation.

Klaus Zumwinkel spent ten years at McKinsey. After five years as CEO of one of the largest German retail companies, he spent more than eighteen years as CEO of Deutsche Post DHL. He successfully transformed the organization from a state owned German Postal Service into one of the largest logistic companies in the world, active in more than 200 countries with 500,000 employees. He was Chairman of the Supervisory Board of Deutsche Telekom and Board Member of many international firms including Lufthansa and Morgan Stanley. Klaus now runs Deutsche Post Foundation, a large think tank, where he tackles the issue of building lasting economic growth while reducing the immense risks of climate change with SUN – the environment arm of the foundation.

Praise for *A Good Disruption*:

"A Good Disruption captures the shifts we all need to make in this time of change – and provides a positive, actionable agenda on how to shape what the authors call the 'great reconciliation.'"

Dominic Barton, McKinsey

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Notes to Editors

- Author photographs and book cover images are available from MHM
- Martin R. Stuchtey, Per-Anders Enkvist and Klaus Zumwinkel are available for interview and written commissions through MHM.
- *A Good Disruption* is published by Bloomsbury Business on 20 October 2016, HB £25, www.bloomsbury.com