

## The New Capitalist Manifesto Building A Disruptively Better Business Umair Haque

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The New Capitalists Penguin UK

The success of Jeremy Corbyn's left-led Labour Party and Bernie Sanders's 2016 presidential campaign revived a political idea many had thought dead. But what, exactly, is socialism? And what would a socialist system look like today? In *The Socialist Manifesto*, Bhaskar Sunkara, editor of *Jacobin* magazine, argues that socialism offers the means to achieve economic equality, and also to fight other forms of oppression, including racism and sexism. The ultimate goal is not Soviet-style planning, but to win rights to healthcare, education, and housing and to create new democratic institutions in workplaces and communities. The book both explores socialism's history and presents a realistic vision for its future. A primer on socialism for the 21st century, this is a book for anyone seeking an end to the vast inequities of our age.

**99 Theses on the Revaluation of Value** Oxford University Press

How to implement an innovation engine in any organization Innovation is often sought and is in high demand today. At the same time it is often misunderstood and lacks committed sponsorship. Today, most teams at the top need an innovation capability in a manner that works in tandem with their performance/operations management. Packed with actionable ideas, references, links, and resources, *Innovation Engine* meets that need. Reveals how to develop strategy, road maps, and processes for innovation execution Provides high level implementation guidance on executing innovation, something companies are struggling with globally Explores how today's companies can create a long-term sustainable corporate culture by also using an innovation engine Explains how to use innovation to keep employees engaged and motivated Written for executives, business leaders, CFOs, and CIOs Showing readers how to create a business case for innovation and a supporting innovation linked to business vision and goals, *Innovation Engine* clearly reveals how to reduce time-to-market, while expanding the "idea landscape" and building a pipeline of corporate innovators.

[The New Capitalist Manifesto](#) Harvard Business Press

This insightful book looks at the phenomenon of low-cost innovation and explores what we can learn from the innovators in developing nations who are making amazing technical and social advances with scarce capital and resources. Charles Leadbeater shows how these methods can be applied and used wherever you are and whatever your capital.

*The Ethical Economy* Routledge

This is the ultimate source for anyone who wants a comprehensive view of how the sharing economy began and how it may fundamentally change capitalism across the globe. *The Rise of the Sharing Economy: Exploring the Challenges and Opportunities of Collaborative Consumption* examines the business phenomenon of the sharing economy, giving readers a thorough analysis of this up-and-coming sector. The book presents a detailed historical perspective of sharing and cooperatives, followed by a discussion of societal factors—predominantly technology—that have facilitated the fast growth of collaborative consumption businesses. Additional chapters offer progressive perspectives on how companies can further commercialize sharing. Written for undergraduate and graduate students studying the collaborative market and for those with entrepreneurial aspirations, this book provides important insight about technology facilities sharing, peer-to-peer lending, grassroots social entrepreneurial efforts, the economics of the sharing economy, legal and public policy issues, and more.

**The Frugal Innovator** Oxford University Press

Not everyone is born with a silver spoon in their mouth, but making money is nowhere near as hard as people think. Yet when you've been lied to, conned, and misled by endless "gurus" with their "get rich quick" schemes, overwhelmed with options and proposals and simply don't know where to start, it can be very hard to make the first step. The flawed education system doesn't help either: Kids come out of schools and colleges knowing all about photosynthesis and integration, yet know nothing about taxes, debit & credit and the money system (all of which are an integral part of adult life. From mental tricks to spending habits, from stocks to cryptocurrencies, from investment guidance to a portfolio-building exercise, *The "Capitalist Manifesto"* covers all bases. It is a cluster of knowledge, information, and advice all coming from an author who (unlike your average "Guru") is not financially dependent on your views or likes. Described as "life-changing" and "invaluable" by early readers, this manuscript is now released to the public so that you too can reap the benefits of capitalism and manifest your wealth.

Global Media Apocalypse FriesenPress

Finalist in the Business: Marketing & Advertising category of the Best Book Awards 2023 awarded by American Book Fest Finalist in the Marketing - Branding category of the Goody Business Book Awards 2023 *Brand Fusion: Purpose-driven brand strategy* presents a compelling case for what consumers, customers, employees, and wider society are now demanding from companies – the development of brands that deliver profit with purpose, are sustainable, and create mutually beneficial meaning. It fuses theory-practice-application to purpose-driven brand strategies in order to develop a unique approach that has comprehensive theoretical underpinning as well as practical and thought-provoking lessons from industry. Data-driven case studies from a broad range of brands and contexts show the

application of this learning – from micro-brands to corporates; charities to technology companies; retirement villages to aspiring high-growth start-ups. *Brand Fusion: Purpose-driven brand strategy* is an in-depth analysis of the philosophy and practice behind creating a purposeful brand.

*The Power of Pull* University of Westminster Press

Not since Marx identified the manufacturing plants of Manchester as the blueprint for the new capitalist society has there been a more profound transformation of the fundamentals of our social life. As capitalism faces a series of structural crises, a new social, political and economic dynamic is emerging: peer to peer. What is peer to peer? Why is it essential for building a commons-centric future? How could this happen? These are the questions this book tries to answer. Peer to peer is a type of social relations in human networks, as well as a technological infrastructure that makes the generalization and scaling up of such relations possible. Thus, peer to peer enables a new mode of production and creates the potential for a transition to a commons-oriented economy.

**The Capitalist Manifesto** Routledge

*Betterness: Economics for Humans* is a powerful call to arms for a post-capitalist economy. Umair Haque argues that just as positive psychology revolutionized our understanding of mental health by recasting the field as more than just treating mental illness, we need to rethink our economic paradigm. Why? Because business as we know it has reached a state of diminishing returns—though we work harder and harder, we never seem to get anywhere. This has led to a diminishing of the common wealth: wage stagnation, widening economic inequality, the depletion of the natural world, and more. To get out of this trap, we need to rethink the future of human exchange. In short, we need to get out of business and into betterness. HBR Singles provide brief yet potent business ideas, in digital form, for today's thinking professional.

[The Capitalist Manifesto](#) Springer

Have you ever speculated about what society will look like in 100 years? Will future societies be more cohesive or manifest greater conflict? What factors are essential to insure society makes the most appropriate adaptations to prosper? What are the important personal traits necessary for such a new era? Our society sits in a critical period of history. As the last holdouts of socialism and authoritarianism fade from the world, a new era is expected to usher in a future breakout period requiring a significantly new level of society adaptation and functioning. We are left to define how we want the future to be for the next generations. The main theme running through evolutionary theory is the notion of adaption. Culture has a great deal of diversity; and through its interplay, modifications and adaptations arise, creating new forms that are differentiated from the old. *The Self Reliant Ethic and the Spirit of Globalism* theorizes an enriched global society based on a detailed delineation of social evolution. It then discusses the individual personal traits and resultant value system most adaptable for such a desired future and how these values will contribute to a new type of capitalism, an enhanced democracy and an effective enlightenment strengthening the self-actualization of the individual in such a global society. We hold the keys to continuing our social evolution in the construction of a better world. Through fourteen action steps, O'Connell outlines the process needed for citizen groups, organizations and community leaders to work towards these goals in pursuit of an improved quality of life at the local, national, and global levels. The result is part social analysis, and part handbook for change to help us build the world of tomorrow in which nobody is left behind.

*Knowledge and the City* Harvard Business Press

Why is it that some companies turn out to be more successful when doing the opposite of what is prescribed in many of the current books on management and strategy? Interestingly, many of the companies depicted as very successful companies in the standard literature end up not faring well over time - probably because they somehow end up in a dangerous autopilot mode. What this suggests is that the conventional literature cookbook isn't telling us the whole story. Even if companies have temporarily developed from an ugly duckling to a white swan, the popular recipes for success may be clipping such companies' wings. Conversely, companies adhering to disruptive business models are seen to be more agile and to possess a higher degree of actionability. Such next generation companies are labeled black swans. They thrive because they are bold and embrace the great unknowns of tomorrow with open minds and eyes. At the same time, they are able to take advantage of incumbents' fears, risk-aversion and blindness to what's coming. *Beyond Strategy* delves into the inner workings of such black swans as Apple, Aravind, Emirates, Huawei, Natura, Ryanair and Tata and addresses the rise and fall of Nokia. The authors provide explosive evidence of black swan companies working against the norms to enter uncharted waters, determined not to adhere to the best practice of others, but rather to create a genuine next generation practice. Next generation companies and their underlying philosophies are here to stay – are you?

[Genossenschaften im Fokus einer neuen Wirtschaftspolitik](#) Harvard Business Press

*Against the State: An Anarcho-Capitalist Manifesto* diagnoses what is wrong with the American political system and tells us what we need to fix things. The cure is a radical one because, as the book incontrovertibly shows, the many problems that confront us today are no accident. They stem from the nature of government itself. Only peaceful cooperation based on the free market can rescue us from our present plight. *Against the State* is written by Lew Rockwell, the founder of the Mises Institute and LewRockwell.com, and the closest friend and associate of Murray Rothbard, the leading theorist of anarcho-capitalism. Rockwell applies Rothbard's combination of individualist anarchism and Austrian economics to contemporary America. The book shows how the government is based on war, both against foreign nations and against the American people themselves, through massive invasions of our liberties. Fueled by an out-of-control banking system, the American State has become in essence fascist. We

cannot escape our predicament through limited government: the government is incapable of controlling itself. Only a purely private social order can save us, and Rockwell succinctly sets out how an anarcho-capitalist order would work.

[Handbook of Community Well-Being Research Must Have Books](#)

Haque maintains that the worst decade since the Great Depression is actually a crisis of institutions' ideals inherited from the industrial age. In this bold manifesto, Haque advocates a new set of ideals, and makes an irresistible business case for following the lead of companies that adopt these ideals.

[Wageless Life Springer](#)

A speculative exploration of value, emphasizing practical experimentation in its future forms How can we begin to envision a postcapitalist economy without first engineering a radically new concept of value? And with a renewed sense of how and what we collectively value, what would the transition to new social forms look like? According to Brian Massumi, it is time to reclaim value from the capitalist market and the neoliberal reduction of life to "human capital." It is time to occupy surplus-value for a postcapitalist future. 99 Theses on the Revaluation of Value is both a theoretical and practical manifesto. Massumi reexamines ideas about money, exchange, and finance, with special attention to how what we value in experience for quality is economically translated into quantity. He proposes new conceptual tools for understanding value in directly qualitative terms, speculating on how this revaluation of value might practically form the basis of an alter-economy. A promising path, he suggests, might involve emerging blockchain technologies beyond bitcoin. But these must be uprooted from their libertarian origins and redesigned to serve not individual choice but collective creativity, not calculations of self-interest but collaborative speculations on the future to be shared. It is necessary to grasp the specificity of our contemporary neoliberal condition and the ultimately destructive forms of power it mobilizes to better resist their claim on the future. 99 Theses on the Revaluation of Value is written to galvanize a radical redefinition of value for a livable postcapitalist future.

[The Rise of the Sharing Economy Routledge](#)

This Handbook brings together foundational and leading-edge research exploring dimensions of improving quality of life in communities of place. Social indicators and other assessment techniques will be explored, including from the framework of community perspectives which is concerned with enhancing quality of life for community members. As part of this trans-disciplinary work, participation, engagement, and empowerment will be key concepts presented. Along with capacity building and service provision, these elements influence community well-being and will be considered along with subjective and objective assessment approaches. Researchers from around the globe share their work on this important topic of community well-being, bringing together a diverse array of disciplinary perspectives. Those working in the areas of public policy, community development, community and social psychology, urban and regional planning, and sustainable development will find this volume particularly useful for the array of approaches presented.

[The Self Reliant Ethic and the Spirit of Globalism Lexington Books](#)

We need to break free from the capitalist economy. Degrowth gives us the tools to bend its bars. Economic growth isn't working, and it cannot be made to work. Offering a counter-history of how economic growth emerged in the context of colonialism, fossil-fueled industrialization, and capitalist modernity, The Future Is Degrowth argues that the ideology of growth conceals the rising inequalities and ecological destructions associated with capitalism, and points to desirable alternatives to it. Not only in society at large, but also on the left, we are held captive by the hegemony of growth. Even proposals for emancipatory Green New Deals or postcapitalism base their utopian hopes on the development of productive forces, on redistributing the fruits of economic growth and technological progress. Yet growing evidence shows that continued economic growth cannot be made compatible with sustaining life and is not necessary for a good life for all. This book provides a vision for postcapitalism beyond growth. Building on a vibrant field of research, it discusses the political economy and the politics of a non-growing economy. It charts a path forward through policies that democratise the economy, "now-topias" that create free spaces for experimentation, and counter-hegemonic movements that make it possible to break with the logic of growth. Degrowth perspectives offer a way to step off the treadmill of an alienating, expansionist, and hierarchical system. A handbook and a manifesto, The Future Is Degrowth is a must-read for all interested in charting a way beyond the current crises.

[Casino Capitalism Springer](#)

Caveat venditor—let the seller beware While marketers look for more ways to get personal with customers, including new tricks with "big data," customers are about to get personal in their own ways, with their own tools. Soon consumers will be able to:

- Control the flow and use of personal data
- Build their own loyalty programs
- Dictate their own terms of service
- Tell whole markets what they want, how they want it, where and when they should be able to get it, and how much it should cost

And they will do all of this outside of any one vendor's silo. This new landscape we're entering is what Doc Searls calls The Intention Economy—one in which demand will drive supply far more directly, efficiently, and compellingly than ever before. In this book he describes an economy driven by consumer intent, where vendors must respond to the actual intentions of customers instead of vying for the attention of many. New customer tools will provide the engine, with VRM (Vendor Relationship Management) providing the consumer counterpart to vendors' CRM (Customer Relationship Management) systems. For example, imagine being able to change your address once for every company you deal with, or combining services from multiple companies in real time, in your own ways—all while keeping an auditable accounting of every one of your interactions in the marketplace. These tantalizing possibilities and many others are introduced in this book. As customers become more independent and powerful, and the Intention Economy emerges, only vendors and organizations that are ready for the change will survive, and thrive. Where do you stand?

[Bettersness Verso Books](#)

Since the financial crisis of 2008, the major governments of the world have resorted to printing large amounts of money to pay national debts and bail out banks. The warning signs are clear, and the collapse of the Zimbabwean dollar after years of

rampant money printing is a frightening example of what lies in store for world economies if painful reform is not executed. When Money Destroys Nations tells the gripping story of the disintegration of the once-thriving Zimbabwean economy and how ordinary people survived in turbulent circumstances. Analysing this case within a global context, Philip Haslam and Russell Lamberti investigate the causes of hyperinflation and draw ominous parallels between Zimbabwe and the world's developed economies. The looming currency crises and hyperinflation in these major economies, particularly the United States, have the potential to turn the current world order upside down. This story of how money destroys nations holds lessons that cannot be ignored.

[Leadership in the Headlines Harvard Business Press](#)

Good leaders walk a tightrope between doing and daring – often in the glare of the public spotlight. In Leadership in the Headlines, Andrew Hill, the award-winning Management Editor of the Financial Times, shares his insider insights into the who's and how's of effective leadership. Packed with practical lessons, this book divides the best of Andrew's wry and insightful columns into eight 'acts' of leadership, with new commentary enhancing each one. Whether you're new to Andrew Hill's columns or a loyal reader, you'll gain fresh perspectives on the tough job of leading and take away tips about how to refine your own management skills.

[Restructuring Capitalism U of Minnesota Press](#)

The Routledge Companion to Philosophy in Organization Studies provides a wide-ranging overview of the significance of philosophy in organizations. The volume brings together a veritable "who's-who" of scholars that are acclaimed international experts in their specialist subject within organizational studies and philosophy. The contributions to this collection are grouped into three distinct sections: Foundations - exploring philosophical building blocks with which organizational researchers need to become familiar. Theories - representing some of the dominant traditions in organizational studies, and how they are dealt with philosophically. Topics - examining the issues, themes and topics relevant to understanding how philosophy infuses organization studies. Primarily aimed at students and academics associated with business schools and organizational research, The Routledge Companion to Philosophy in Organization Studies is a valuable reference source for anyone engaged in this field.

[Left Without a Future? Verso Books](#)

The goals of Management and the Gospel: Luke's Radical Message for the First and Twenty-First Centuries may appear to be simple: it describes what management theory and practice looked like in the first century, uses this as a lens to examine what the Gospel of Luke says about management, and draws out implications for today. However, the book is quite profound in finding that management is a dominant theme in the Gospel, that its message is consistently counter-cultural, and that Luke contains a four-phase 'how to' process model to help readers to implement change. Readers will acquire a new way to understand the Gospel as well as the moral foundations of modern management.