



Holonomics: Business Where People and Planet Matter

Simon Robinson, Maria Moraes Robinson

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Businesses around the world are facing rapidly changing economic and social situations. Business leaders and managers must be ready to respond and adapt in new, innovative ways. The authors of this groundbreaking book argue that business people must adopt what they call a “holonomic” way of thinking, as well as a dynamic and authentic understanding of the relationships within a business system and an appreciation of the whole. Complexity and chaos should not be feared; they are the foundation of successful business structures and economics.

Holonomics presents a new worldview in which economics and ecology harmonize. Using real-world case studies and practical exercises, the authors guide the reader to a new, holistic approach to business and toward a more sustainable future in which both people and planet matter.

“A manifesto for mindful living.” ?**Satish Kumar**

“A must-read for any forward thinking business.” ?**Alan Moore**
, author of *No Straight Lines: Making Sense of Our Non-Linear World* and *Designing for Transformation*

“While great poets, artists, and modern scientists intuitively see reality as relationships, economists, politicians, and business leaders fail to understand how parts and the whole relate to each other. *Holonomics* presents a powerful mode of thinking, for a new, life-enhancing approach to human economic activity.” ?**H. Thomas Johnson**, author of *Profit Beyond Measure*, and *Relevance Lost: The Rise and Fall of Management Accounting*

“A timely, radical, and deeply insightful book.” ?**Giles Hutchins**, author of *The Nature of Business*

“This remarkable book distills the essence of the ideas and values taught at Schumacher College and shows how these teachings can be applied, with many case studies of enlightened business. A powerful antidote to today's dominant culture.” ?**Fritjof Capra**, author of *The Hidden Connections*

“What a gift to have these monumental, mind-changing ideas woven together skilfully in one book.”
?**Margaret J Wheatley**, author of *Leadership and the New Science*

“I have no doubt that this lucid integration of holistic science and business practices that do not ruin the Earth will rapidly become a landmark text.” ?**Stephan Harding**, editor of *Grow Small, Think Beautiful*

“For those who think that we must choose between environmental well-being and economic stability, here is a book that challenges that division. The authors show how business leaders can move beyond narrowly materialistic, reductionist frameworks toward more creative, imaginative, and holistic visions of our sustainable, economic future.” ?**Prof. Ingrid Lemán Stefanovic**, author of *Safeguarding Our Common Future: Rethinking Sustainable Development*

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