



Co-opportunity: Join Up for a Sustainable, Resilient, Prosperous World

John Grant

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John Grant is back! Bestselling author of *Green Marketing Manifesto* fame returns to get you involved in creating a sustainable future!

In this book, green business guru John Grant shows how *we*, when we join forces through co-operative initiatives, can really make changes and work towards a better future.

John uses cases and examples from around the world, from social networks to social ventures, Carrot Mobbing to the Carbon Disclosure Project, to show how a move to greater co-operation via what he calls Co-operative Networks can be a way forwards for *all of us* to increase the common well-being.

Arguing that a climate for change can be created by engaging rather than alienating people, John also demonstrates ways of ‘relocating dreams’ to allow us to reassess our desires and priorities.

Whether you are a business leader, politician, armchair economist, environmentalist or general interest reader, the inspiration and ideas John Grant provides in *Co-Opportunity* encourages us all to think again about our individual behaviour and our actions – our ideas of what it is to be human - and to get co-creating to build a better world for all. Sit back and watch, or become part of this grass roots new movement.

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