

The Price of Enterprise

A book about the environmental consequences of industrialization

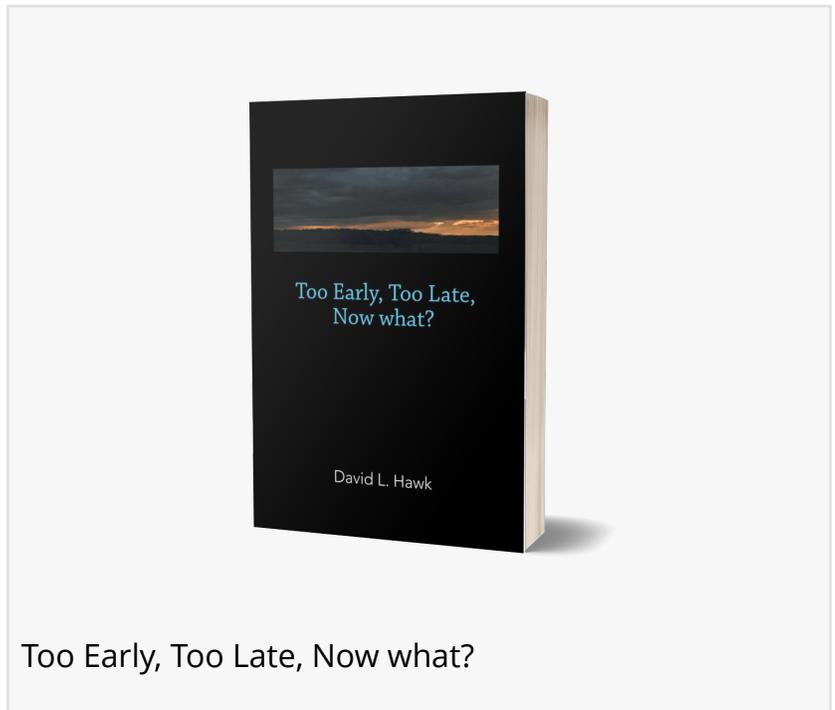
COOKSTOWN, NEW JERSEY, USA,
December 14, 2020 /

EINPresswire.com/ -- Our world is in peril from human behavior. As we push into our future, we watch exponential growth in a business-as-usual industry that endangers the future we will meet. Driven by ideas of entrepreneurship, industry keeps expanding to meet our demands for modern conveniences. Meanwhile, Mother Nature approaches the brink of existence. Recently, an early warning message was sent from nature, via a

small virus, about the consequences of the current human pathway. Growing population leads to expanding industries that expand the use of wilderness to meet human needs and wants. The strains expand into exacerbated consequences. We might think the escalating consequences to nature only happened recently, yet author David Hawk's book [Too Early, Too Late, Now What?](#) reveals how the problem in humans began decades ago. He goes on to argue why the consequences of this will become more tragic as humans continue ignoring them.

Hawk works with and advises industries and universities so they may see the world as a connected system. His focus has been on internationalization to better see global problems. He has served as a senior adviser to IBM, IKEA, the world's largest construction company and many other companies. He taught enterprise change in various industries and universities in: China, England, Finland, Germany, Japan, Sweden, and the U.S. His teaching began as a teaching assistant at the Wharton School, University of Pennsylvania. He has been a professor at various tertiary institutions including: the Stockholm School of Economics, Iowa State University, Tokyo Metropolitan University, Tsinghua University and Helsinki University of Technology. He was a dean in the New Jersey Institute of Technology. He currently advises a group of female CEOs and a group planning a new city to illustrate potential experiments in business as unusual.

The book outlines the reality of the relationship between humans and the natural environment



Too Early, Too Late, Now what?

without sugarcoating the truth about deterioration of systems supporting life. The focus is on a 1977 study report revealing a climate change future if humans could not change. Humans continued environmental waste via the ever-expanding industrialization and enterprise. The book showcases potentials to avert climate change via a different system of thought. Innovation via business as unusual is desperately needed.

This book is an eye-opener. A must-read. Get your copy today!

About Writers' Branding

Writers' Branding is a full-service self-publishing company that provides aspiring authors exclusive access to publicity and a pool of book evaluators and marketing creatives and bridges them to literary agencies and traditional publishing houses.

Please visit www.writersbranding.com for more information.

Writers' Branding

Writers' Branding

+1 800-608-6550

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/532583637>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.