



The industrial economy is transforming from a production-based model into a more intelligent performance-based model. Yet despite the proven benefits that selling performance provides, too many managers and policy makers still focus on designing, manufacturing, and selling goods using costly economic models and production methods.

Replete with case studies, new examples, and decades of proven research, the second edition of *The Performance Economy* outlines the strategies

needed to face tomorrow's challenges by using science and knowledge to improve product performance, create jobs, and increase wealth and welfare. Additional topics include a description of the skills needed to produce and sell performance, details of how performance is managed over time (long-term thinking), and clear explanations that illustrate how manual and skilled jobs are created – all while reducing the consumption of non-renewable resources and contributing to a low carbon, low toxin society.

This book is essential reading for all interested in development economics, and industrial and business economics.

Walter R. Stahel is head of risk management at the Geneva Association, Switzerland. In 1982 he founded the Product-Life Institute, Europe's oldest sustainability-based consultancy. Currently, he is a visiting professor at the Faculty of Engineering and Physical Sciences at the University of Surrey, UK and a frequent guest lecturer for Tohoku University's postgraduate department, Japan. An alumnus of the Swiss Federal Institute of Technology, Zurich, Stahel has authored several prize-winning academic papers. In 1989/1993, he co-authored *The Limits to Certainty* with Orio Giarini, which was published in six languages.

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