

Sustainable Growth in a Post-Scarcity World

Consumption, Demand, and the Poverty Penalty

Philip Sadler



August 2010
180 pages
978-0-566-09158-2

244 x 172 mm
Hardback
£60.00

More than twenty years ago, Philip Sadler, then the head of one of Britain's foremost business schools, wrote *Managerial Leadership in the Post-industrial Society*, in which he predicted that future business leaders would experience a process of transformation more radical than the industrial revolution of the nineteenth century. The changes he predicted have now taken place.

Now, in *Sustainable Growth in a post scarcity world*, Sadler charts developments envisaged many years ago by visionaries such as Keynes, Chase, Galbraith and Packard and more recently by Chris Anderson and other radical thinkers. He describes the process by which more and more goods and services are moving from a state of relative scarcity to one of relative abundance.

He asks how the trend to post-scarcity can be reconciled with such huge global issues as population growth and climate change and assesses the impact of new technologies including nanotechnology, new energy sources, new materials, and the development of artificial intelligence.

For companies, Sadler argues, this calls for the rapid development of new business models.

For governments, the challenge is how to meet peoples' legitimate expectations with regard to living standards while avoiding environmental catastrophe.

For economists the challenge is to adapt ideas developed in the context of scarcity to the behaviour of markets in conditions of abundance.

Sadler goes on to explore the paradox whereby in countries foremost in creating post-scarcity conditions, millions still exist in poverty, while in an increasingly post scarcity world billions still lack the basic necessities of life.

Sadler agrees with those who believe the relief of global poverty cannot be based on aid and corporate philanthropy alone and explores the way global companies will have to re-engineer products and the way they are delivered in order to sell into bottom of the pyramid (BOP) markets. He concludes that if they do this, as some are already beginning to do, they will find it profitable and also help billions of poor people who currently pay more for goods and services than the rich, as a result of having to pay the 'poverty penalty'.

Contents

About the Author

Philip Sadler graduated from the London School of Economics with first class honours.

He joined Ashridge Management College (now the Ashridge Business School) as Director of Research and subsequently became Chief Executive, a position he held for twenty years, leading the team which built Ashridge's reputation as one of the world's leading Business Schools. He is now a life vice-president of the College.

Philip's practical experience in the business world has been gained through non-executive directorships in printing, banking, healthcare, consultancy, and engineering (including a spell as company chairman).

He is an honorary senior fellow and patron of the think tank Tomorrow's Company, having served for three years as a member of the Board and Chairman of the Research Committee. He was a co-author of the 2004 report *Restoring Trust: investment in the 21st century* and the 2005 report *The Ageing population, Pensions and Wealth Creation*. More recently he helped draft the report *Tomorrows Global Company* and co-authored its most recent publication, *Tomorrow's Owners*.

In 1986 he was appointed CBE for services to management education. He holds the honorary degrees of Doctor of Science of City University and Doctor of Business Administration of De Montfort University.

He is a gold medallist of the Chartered Institute of Management, a Fellow of the International Academy of Management and a Fellow of the Chartered Institute of Personnel and Development.

Philip Sadler has authored more than 10 books on management topics.

www.gowerpublishing.com/isbn/9780566091582

GOWER

To order this book please visit www.gowerpublishing.com, or email orders@ashgate.com
A 10% discount applies to orders placed through www.gowerpublishing.com