REVEALS $12 TRILLION OPPORTUNITIES BY DOING “BUSINESS FOR GOOD”

50 exclusive case studies – from Unilever to Ikea – share inspirational strategies to deliver UN’s Sustainable Development Goals

MAKING THE TRILLION DOLLAR SHIFT

New book The Trillion Dollar Shift sets out to inspire all businesses to venture beyond their comfort zone and explore new ways of creating profitable business, while positively impacting the planet and the people who call it home.

The UN’s 17 development goals – from eradicating poverty to education for all, gender equality to decent economic growth, climate action to peace and wellbeing – identify what we should all be striving for. The book offers a fascinating insight into the progress made so far, the new meaning of growth and the shared value model – how “business for good” is good business.

Combining profound research with concrete case studies, the book demonstrates how sustainable companies can build stronger competitive market position, be more attractive to employees and customers, build better brands and have better commercial results.

The book challenges business leaders to be bold and lead by example – exploring how they can pave the way to shifting focus from within company walls to a whole world perspective.

UNLOCKING NEW MARKETS WORTH TRILLIONS

Trillions of dollars in public and private funds are to be redirected towards the SDGs, creating huge opportunities for responsible companies to deliver solutions.

The book explores the myriad opportunities that will emerge within each business sector and how unlocking them is a necessity – as well as how advanced tech will be the biggest accelerator of all time.

FROM UNILEVER TO IKEA AND NIKE TO NESTLÉ – 50 EXCLUSIVE CASE STUDIES

The book features 50 exclusive case studies of the world’s biggest brands. Each offers a unique insight – exploring the challenges they face, how they’re successfully working towards sustainable development goals and their strategies for the future.

ABOUT THE AUTHOR

Marga Hoek is an award-winning global thought-leader, CEO and author. She has made it her mission to show people that “business for good” is good business.

Marga Hoek has decades of experience as a CEO of multi-million-Euro businesses and is a non-executive director for global companies including Aon Insurance, as well as a board member and advisor to organisations such as Green IT, Earth Capital and the Bank of Montreal.

She was CEO of The Sustainable Business Association, The Netherlands, Chairman of the Dutch Sustainable Science Collection and is currently a partner at Chairman Mentors International.

Marga is on the prestigious Thinkers50 List 2019 and is a global voice for G20, G7 Climate Change and Cop23. She is a sought-after keynote speaker around the world.

PRAISE

“‘Inspiring’ Paul Polman, Unilever CEO
‘Offers business leaders many insights, ideas and practical cases’ Faike Sijbesma, CEO-Chairman, DSM
‘A thorough yet inspirational book’ Gérard Mestrallet, Chairman, Engie

READY TO SPEAK TO THE MEDIA

Marga Hoek is a charismatic and engaging speaker and is available to provide expert comment, interviews, and by-lined articles on a number of topics, including:

- Case Studies: From Unilever to Nike – how top brands are tackling climate change successfully
- 10 myths about sustainable business
- How business can unlock $12 trillion new markets by doing “business for good”
- 10 practical ways businesses can help hit the UN’s Sustainable Development Goals by 2030
- Opinion: It’s down to business not government to change the world for good – here’s why
- 10 sustainability lessons from the world’s most innovative businesses for good
- How leaders can drive real change and put Sustainable Development Goals at the heart of business

For further information, a review copy of The Trillion Dollar Shift, an extract or a guest article from or interview with Marga Hoek, please contact:

ELLDA DAVIDSON  ella@thebookpublicist.co.uk
EMMA HOLTZ  emma.holtz@thebookpublicist.co.uk
JESSICA JONES  Jessica.jones@thebookpublicist.co.uk
01497 288018