

OLD AND NEW BUSINESS PARADIGMS I MODEL

Economy is the goal Single bottom line <i>Show me the money</i>	Economy is a means Double/triple bottom line <i>Do good and do well</i>
Businesses only have one social obligation: to increase their profit <i>The business of business is business</i>	Social responsibility is connected directly to financial growth <i>The business of business is staying in business</i>
Capitalism	Social capitalism
The corporation as a mechanical system (money machine)	The corporation as part of larger, living system (one of society's contributors)
Create value for owners/shareholders	Create value for stakeholders
Growth	Sustainable growth

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