



# The New Bottom Line: Bridging the Value Gaps that are Undermining Your Business

*Alan Mitchell, Andreas W. Bauer, Gerhard Hausrucking*

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This radical, provocative and inspiring book explores a tectonic shift at the very heart of business. A shift that's making the old bottom line of corporate profitability the servant of a new master: a new 'person-centric' bottom line of personal profitability or value 'in my life'.

So what? No bottom line? No more profit?

Of course not! Every organization must cover its costs. Every business has to make a profit to survive. The authors of *The New Global Line* remarkably show that the necessary requirements for doing so are changing, and why this transformation - containing important elements of both evolution and revolution - is under way, how it's undermining the foundations of once-great businesses and brands, and how it's throwing up huge new opportunities.

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