

[A New Dynamic: effective business in a circular economy](#) [1]

"A New Dynamic makes the contemporary case for a profound shift from throughput to 'roundput', from ownership to access. The circular economy is enabled by disruptive information technology and the design of materials and products to flow in effective cycles and at high quality - 'made to be made again'. The size of the prize is in the billions of dollars of materials cost savings per year. This volume contains contributions on understanding the model, business case studies, the performance economy, history and development and the entrepreneurial opportunities of these fluid times." (<https://www.ellenmacarthurfoundation.org/publications/a-new-dynamic-effe...> [2])

Format:

Book

Author names:

Amory Lovins, Michael Braungart

Length (pp):

Year:

2014

URL:

<https://www.ellenmacarthurfoundation.org/publications/a-new-dynamic-effective-bu...> [2]

Source:

Ellen MacArthur Foundation

Type of evidence:

- [Other](#) [3]

Administrative level:

- [Business](#) [4]

Excel ID:

i00119



The CIRCULAR IMPACTS project has received funding from the European Union's Horizon 2020 Programme for Research and Innovation under the Grant Agreement no. 730316.

Source URL: <https://circular-impacts.eu/library/1343>

Links

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[2] <https://www.ellenmacarthurfoundation.org/publications/a-new-dynamic-effective-business-in-a-circular-economy>

[3] <https://circular-impacts.eu/type-evidence/other>

[4] <https://circular-impacts.eu/administrative-level/business>