



# The Performance Economy

2nd Edition

Walter R. Stahel

The industrial economy is transforming from a production-based model into a more intelligent performance-based model. Yet despite the proven benefits that selling performance provides, too many managers and policy makers still focus on designing, manufacturing, and selling goods using costly economic models and production methods.

Replete with case studies, new examples, and decades of proven research, the second edition of *The Performance Economy* outlines the strategies needed to face tomorrow's challenges by using science and knowledge to improve product performance, create jobs, and increase wealth and welfare. Additional topics include a description of the skills needed to produce and sell performance, details of how performance is managed over time (long-term thinking), and clear explanations that illustrate how manual and skilled jobs are created – all while reducing the consumption of non-renewable resources and contributing to a low carbon, low toxin society.

This book is essential reading for all interested in development economics, and industrial and business economics.

## CONTENTS:

**Producing Performance**

**Selling Performance**

**Managing Performance Over Time**

**Sustainability and The Performance Economy**

WALTER R. STAHEL is head of risk management at the Geneva Association, Switzerland. In 1982 he founded the Product-Life Institute, Europe's oldest sustainability-based consultancy. Currently, he is a visiting professor at the Faculty of Engineering and Physical Sciences at the University of Surrey, UK and a frequent guest lecturer for Tohoku University's postgraduate department, Japan. An alumnus of the Swiss Federal Institute of Technology, Zurich, Stahel has authored several prize-winning academic papers. In 1989/1993, he co-authored *The Limits to Certainty* with Orio Giarini, which was published in six languages.



March 2010

Hardback

£65.00

978-0-230-58466-2

You can order online at:  
[www.palgrave.com](http://www.palgrave.com)

or  
please return this form to:

Direct Customer Services,  
Palgrave Macmillan,  
Publishing Building,  
Brunel Road, Houndmills,  
Basingstoke, RG21 6XS, UK  
Tel: +44 (0)1256 302866  
Fax: +44 (0)1256 330688  
Email: [orders@palgrave.com](mailto:orders@palgrave.com)

#### Customers in USA:

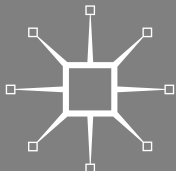
Palgrave Macmillan, VHPS,  
16365 James Madison Highway,  
(US route 15), Gordonsville,  
VA 22942, USA  
Tel: 888-330-8477  
Fax: 800-672-2054

#### Customers in Australia:

Customer Services,  
Palgrave Macmillan,  
627 Chapel Street, South Yarra,  
VIC 3141, Australia  
Tel 1300 135 113 (free call)  
Fax 1300 135 103  
Email:  
[customer.service@macmillan.com.au](mailto:customer.service@macmillan.com.au)

*All prices on this leaflet are correct  
at time of printing and are subject  
to change without prior notice.  
Please allow 28 days from date  
of publication for delivery.*

*Your details may be held on file  
and used by us to offer you other  
products and services.  
If you object please  
contact us at the addresses  
above or email  
[optout@palgrave.com](mailto:optout@palgrave.com)*



## ORDER FORM

Title: The Performance Economy

Price: £65.00

Quantity:

ISBN: 9780230584662

Name: \_\_\_\_\_

Delivery Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postal code: \_\_\_\_\_

Country: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

#### Postage and Packing

UK orders under £40, please add £3 per order; over £40, please add £4 per order  
Non-UK orders under £40, please add £5 per order; over £40, please add 10%

#### MAILING LIST

- Tick here if you would like to be added to our mailing list  
 Tick here if you would like to receive free copies of catalogues in related subjects

#### HOW TO PAY

[ ] I enclose a cheque payable to Palgrave Publishers Ltd for £\_\_\_\_\_

[ ] Please send me a pro-forma invoice (address supplied above)

[ ] Please charge £\_\_\_\_\_ to my

Visa [ ] Mastercard [ ] American Express [ ]  
(We do not accept payment by Switch or Maestro)

Card number: \_\_\_\_\_

Expires: \_\_\_\_\_

Cardholder name and address (if different from above):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_