



GRAEME MAXTON

Secretary-General – The Club of Rome

AUTHOR of *REINVENTING PROSPERITY*
and *THE END OF PROGRESS*

SPEAKER ON THE GLOBAL ECONOMY,
SOCIETY & OUR FUTURE

*“A thinker of astonishing depth and breadth, one to speak
the tough truths that many other academics, politicians
and commentators avoid.”*

The Huffington Post

GRAEME MAXTON

His background



Graeme Maxton is a **Full Member** and **Secretary General** of the **Club of Rome**, a global network of 100 renowned independent thinkers and scientists dedicated to addressing the problems facing humanity. The Club of Rome is perhaps best known for the best-selling book, *The Limits to Growth*.

A trenchant critic of modern economic thinking, he is the co-author of *Reinventing Prosperity: Managing Economic Growth to Reduce Unemployment, Inequality and Climate Change* (2016) and *The End of Progress: How modern economics has failed us*, (2011).

As well as contributing articles to a wide range of international newspapers, journals and magazines, he is also the co-author of *Time for a Model Change* (2004) and *Driving Over a Cliff* (1995.)

Until 2007, he was a Regional Director with the **Economist Group** in Asia. He previously worked for strategy consultants **Booz Allen & Hamilton**, in banking with **Citigroup** and **American Express**, and was a Visiting Professor at **Cass Business School** in London from 1988 to 2002.

Born in Scotland, he currently lives in **Zurich**.



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His latest book: *Reinventing Prosperity*

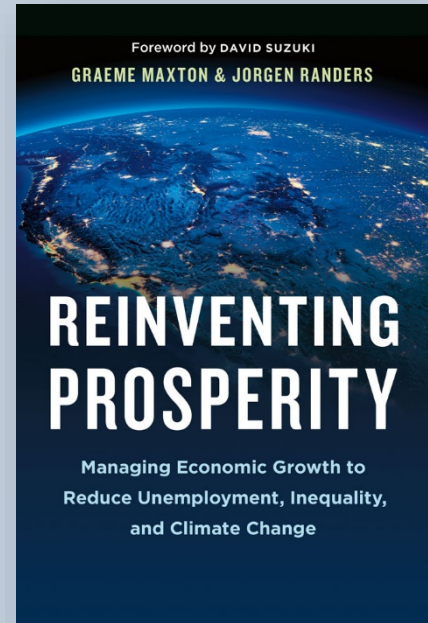
The biggest challenges facing the rich world today are **unemployment**, **inequality**, and **climate change**. Until now, most of the solutions to these problems have been politically unacceptable to a world marked by short-termism and a desire for further economic growth.

In *Reinventing Prosperity*, **Graeme Maxton** and **Jorgen Randers** offer a radically **different approach** to economics and our notions of prosperity. They trace the history of the developed world's desire for economic growth and examine the consequences—as well as those in the future—and offer **13 politically feasible proposals** that reduce unemployment, inequality, and the pace of climate change—and also allow for further economic growth, if society wishes.



<http://tinyurl.com/ReinventingProsperity>

"An essential guide to those who want to change the world for the better". Ha Joon Chang, University of Cambridge. "A fascinating data-rich look at some of the most fundamental questions our species has ever faced", Bill McKibben, American environmentalist. "A wakeup call of historical significance", Ruud Lubbers, former Prime Minister of the Netherlands.



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His thoughts on modern economics

Wrong-headed economic thinking is behind many of the big challenges we face.

Because societies focus on output growth, they use more resources and energy each year. This creates more CO₂, the major cause of climate change. Modern economic thinking is also behind the rise in inequality, today's extreme individualism and the weakening of many democratic principles. It is the cause of over-population. It has even warped our ideas of charity, social responsibility and progress.

There is a better way. Without change, we risk system collapse. Our climate problems will worsen, with the risk of runaway change that we will be unable to stop. Poverty, conflict and inequality will grow. In much of the world hopes for development will not be met and businesses prospects will stall. Maxton believes that there is a better way. He shows that we can solve these problems, improve living standards and make businesses properly green – and a part of the solution. He shows how we can put ourselves, our societies, and nature back at the core of all our thinking.



"THE END OF PROGRESS: How modern economics has failed us"

"Maxton is one of the first observers to note that world economic growth has reached hard limits. We ignore this shattering news at our peril. "The End of Progress" is a vitally important and highly readable book—read it and have your eyes opened!" Richard Heinberg



<http://tinyurl.com/maxtoneop>

Available in English, German, Romanian Czech and Chinese

GRAEME MAXTON

key facts

Currently ...

- **Secretary General** and Full Member – **The Club of Rome**
- Co-author with Jorgen Randers of *“Reinventing Prosperity”*
- **Author** of *The End of Progress*
- Professional **speaker** and **moderator**

Formerly ...

- Regional Director with the **Economist Group** in Asia
- Strategy Consultant with **Booz.Allen & Hamilton**
- Visiting professor at **Cass Business School** in London
- In banking with Citibank and American Express

Flies from **Switzerland**, regularly in **Asia**

Speaks to audiences around the world, addressing conferences, client forums, corporate management meetings, board strategy meetings

insightful ▪ thought-provoking ▪ engaging



Sample speaking topics:

Green Business: becoming part of the solution

Sustainability: developing a sustainable economic system painlessly

Climate change: what it means for business and society long term

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what people say

Maxton is a thinker of astonishing depth and breadth, one to speak the tough truths that many other academics, politicians and commentators avoid.

Huffington Post

*The content was **thought-provoking** ... and that is exactly what we're trying to achieve; for our leaders to think about what risks and opportunities may be ahead.* **APM Terminals**

*I attended the Global New Partners' Meeting in Beijing and was **extraordinarily impressed**. Your views were enlightening and I've returned to several of your points in my mind over the past ten weeks since I heard you speak.* **KPMG**

*Graeme does everything with the highest possible degree of professionalism ... his moderating was **simply flawless!*** **Adam Smith Conferences**

*We had a **terrific session** yesterday.* **ABN Amro Netherlands**

*Graeme hosted an internal strategy event for us on the Chinese market and his knowledge and insight was tremendous – don't expect your normal view on China from Graeme; **he gives you what you really need to know**, not what your Board wants to hear.* **Ernst & Young**



Useful links for Graeme Maxton:

- TIB Speaker Web Page >> [Go to Webpage](#)
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