



Resource Revolution: How to Capture the Biggest Business Opportunity in a Century

By Stefan Heck, Matt Rogers, Paul Carroll

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What do shale gas, Elon Musk's Tesla, and the global apparel chain Zara share in common? In *Resource Revolution*, management experts Stefan Heck and Matt Rogers describe how each in its own way exemplifies a resource revolution—a use of natural resources so effective it defies conventional wisdom and enables breakthrough performance where others see only limits and shortcomings.

Resource Revolution shows how to take what is being seen as a worldwide crisis and turn it into the biggest business opportunity of the past one hundred years. The rapid urbanization of a new 2.5-billion-person middle class in Asia will create an unprecedented demand for oil, steel, land, food, water, cement, and other commodities over the next two decades. Heck and Rogers explore the ways in which innovators, including start-ups and global leaders from Cree to GE, have answered the challenge with practical steps to guide managers everywhere.

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Editorial Review

Review

"If you're feeling down about the world, the book, *Resource Revolution: How to Capture the Biggest Business Opportunity in a Century*, is an antidote." —**The New York Times**

"The energy industry is undergoing a breathtaking pace of change, but the scale of transformation is obscured by the vast network of legacy assets controlled by large incumbents. Resource Revolution walks us through the technological and demographic trends that will render the old business models that dominate legacy assets obsolete and argues elegantly that the next industrial revolution is upon us. With a nuts and bolts prescription on revolutionary possibilities, Stefan Heck and Matt Rogers have produced a readable, entertaining guidebook that should be on the desks of every CEO with a vision to the future. If you are over 50, oversee corporate resources or private funds, and have a millennial child who is trying to teach you how to recycle properly and benefit from the sharing economy, Resource Revolution is a must-read." —**Amy Myers Jaffe, Executive Director, Energy and Sustainability, University of California, Davis**

"For 50 years, resource constraints have been seen as a serious threat to human well-being and progress -- threatening food shortages, environmental collapse, and economic ruin. Heck and Rogers turn this picture upside down -- showing how the impending "resource revolution" promises to bring innovation, prosperity, and economic growth on an ever more sustainable basis. Their book is a must read for policymakers, business leaders, market analysts, and anyone else with an interest in the future of humankind." —**Dan Esty, Hillhouse Professor, Yale University, and author of *Green to Gold***

About the Author

Stefan Heck teaches innovation and resource economics at Stanford University. He founded and led McKinsey's Global CleanTech practice and the Sustainable Transformation practice. Previously, he led McKinsey's semiconductor practice and founded a web design start-up. Stefan received his PhD in cognitive science from UCSD and a BS with honors in symbolic systems from Stanford University.

Matt Rogers is a director with McKinsey & Company in San Francisco. Matt served as the senior adviser to the U.S. Secretary of Energy for Recovery Act Implementation from 2009 to 2010. He graduated magna cum laude from Princeton University and holds an MBA from Yale's School of Management.

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Stephen Redmond:

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