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## INTRODUCTION TO THE FIRST EDITION

1 Welcome to a new era  
2 A handbook of everything  
3 When it’s all so global, what can I do?  
4 What values underpin this book?  
5 What can we aim for?  
6 Not the last word ...  

## 1 FOOD

1 How much food energy do we need to eat?  
2 How much food do we grow worldwide?  
3 What happens to the food we grow?  
4 Given the global surplus, why are some people malnourished?  
5 Why don’t more people explode from overeating?  
6 How many calories do we get from animals?  
7 How much do animals help with our protein supply?  
8 Do we need animals for iron, zinc or vitamin A?  
9 How much of our antibiotics are given to animals?  
10 Do factory farms make pandemics more likely?  
11 How much deforestation do soya beans cause?  
12 What’s the carbon footprint of agriculture?  
13 What are the carbon footprints of different foods?  
14 Should I go veggie or vegan?  
15 What can shops do about meat and dairy habits?  
16 What can restaurants do?  
17 What can farmers and governments do?  

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- When is a ‘job’ a good thing? 
- How much of a person should come to work?
- Why would anyone work if they already had a citizen’s wage?
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- When is it good that an organisation exists?  
- How can businesses think about the world? 
- How can a business think systemically? 
- What is a science-based target? 
- What is so special when science-based targets are applied to the supply chain? 
- Do we drive technology growth, or does it drive us? 
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### 8 VALUES, TRUTH AND TRUST

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- What values do we need to be the new global cultural norms?  
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