

GAYME CHANGER - The economic power of human recognition

It's been a stunning development in a short period of time: In "GaYme Changer", the first book of its kind, Jens Schadendorf has traced the LGBT+ community and an increasing number of their allies across the globe to discover the start of a revolution in businesses and economies.

With fascinating stories around individuals, companies, nonprofits and a fast-growing cohort of other organizations, he describes the emergence of a strong ecosystem accelerating the rise of global LGBT+ equality.

Supported by up-to-date research, he also shows how investment in LGBT+ diversity and inclusion delivers a powerful return. It is both economically and ethically beneficial for companies, societies, and every human being to let LGBT+ people develop into dynamic forces, rooted in new forms of cooperation, learning, and productive activism for ga(y)me changing results.

The struggle for recognition is not yet over. However, in workplaces and markets many gay, lesbian, transgender, bisexual and queer individuals have become champions of economic (and human) strength – true ga(y)me changers, not only working for the next level of LGBT+ equality, but also developing the global economy faster and for the better.