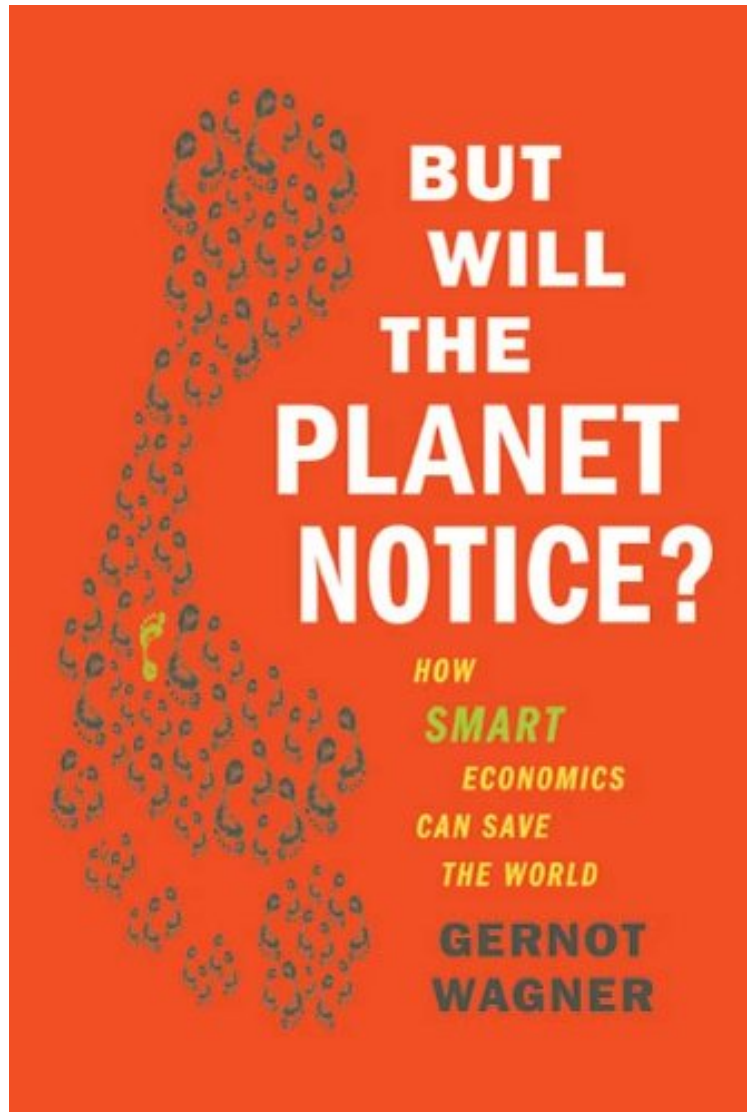


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But Will the Planet Notice?: How Smart Economics Can Save the World

Gernot Wagner

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Gernot Wagner : But Will the Planet Notice?: How Smart Economics Can Save the World before purchasing it in order to gage whether or not it would be worth my time, and all praised But Will the Planet Notice?: How Smart Economics Can Save the World:

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entertaining read -- an engaging wake-up call that leaves the reader hungry for change that is big enough to make a difference. 1 of 1 people found the following review helpful. Who knew that reading about environmental economics would be so much fun. By Michael Brochstein Who knew that reading about environmental economics would be so much fun. Entertainingly written and educational. Full disclosure: I recently worked in the same organization (EDF) as the author but never met nor corresponded with him and my decision to buy, read and review this book is wholly unrelated to my association with EDF. 4 of 5 people found the following review helpful. Rigorous book that I couldn't put down. By Public policy consultant Like a lot of people, I had long been looking for a book that would be useful and trustworthy introduction to climate change that tells me how alarmed (as opposed to outraged) I should be and what people, policymakers and countries can sensibly do about it. This is that book. I was unable to put this down, and now feel like I can go and read other books and articles about the issue with a good knowledge base (after all, Artsandlettersdaily.com set up a whole separate site, Climatedebatedaily.com, that seems worthwhile but daunting without some kind of context). Written in a conversational and engaging style, "But Will the Planet Notice?" grabs you by the throat with the scale of our environmental problems, and then takes you through a fascinating tour of all the sensible economic solutions on offer, all the while being realistic about their political potential. Highly recommended for any free weekend you might have coming up.

You are one of seven billion people on Earth. Whatever you or I do personally -- eat tofu in a Hummer or hamburgers in a Prius -- the planet doesn't notice. In our confrontation with climate change, species preservation, and a planet going off the cliff, it is what several billion people do that makes a difference. The solution? It isn't science, politics, or activism. It's smarter economics. The hope of mankind, and indeed of every living thing on the planet, is now in the hands of the dismal science. Fortunately, we've been there before. Economists helped crack the acid rain problem in the 1990's (admittedly with a strong assist from a phalanx of lawyers and activists). Economists have helped get lead out of our gas, and they can explain why lobsters haven't disappeared off the coast of New England but tuna is on the verge of extinction. More disquietingly, they can take the lessons of the financial crisis and model with greater accuracy than anyone else the likelihood of environmental catastrophe, and they can help save us from global warming, if only we let them.