



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

By Wagner, Gernot

Hill and Wang, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "It's always a pleasure to read a confident, funny and convincing writer who promotes counter-intuitive conclusions. If you like the idea of an environmentalist who works for one of the nation's largest environmental groups making a full-throated argument against the Endangered Species Act, then But Will the Planet Notice?: How Smart Economics Can Save the World is the book for you." -- Dan Shapley, The Daily Green (blog)

"Wagner's wry, witty prose brings rationality to an emotionally charged subject and urges us to take personal responsibility for the planet by demanding an economically sound solution to guiding market forces in the right direction, making it in our best interests to do the right thing." -- Publishers Weekly

"If you want to understand how an economist thinks about the biggest challenge our planet has ever stumbled up against, this book is an awfully good place to start!" -- Bill McKibben, author of Eaarth: Making a Life on a Tough New Planet

"Idealism will not shift the choices of billions of people as effectively as self-interest. Gernot Wagner has written a lucid and enjoyable exposition..."



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