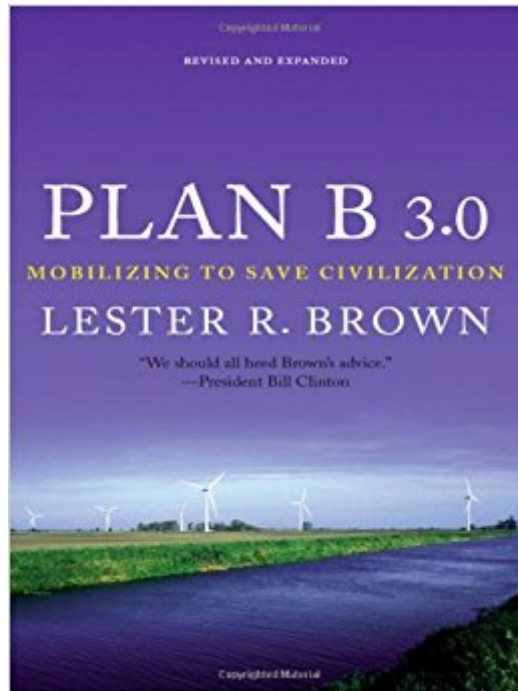




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# Plan B 3.0: Mobilizing To Save Civilization (Substantially Revised)



## Synopsis

"How to build a more just world and save the planet....We should all heed Brown's advice." — Bill Clinton In this updated edition of the landmark Plan B, Lester Brown outlines a survival strategy for our early twenty-first-century civilization. The world faces many environmental trends of disruption and decline, including rising temperatures and spreading water shortage. In addition to these looming threats, we face the peaking of oil, annual population growth of 70 million, a widening global economic divide, and a growing list of failing states. The scale and complexity of issues facing our fast-forward world have no precedent. With Plan A, business as usual, we have neglected these issues overly long. In Plan B 3.0, Lester R. Brown warns that the only effective response now is a World War II-type mobilization like that in the United States after the attack on Pearl Harbor.

## Book Information

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## Customer Reviews

"This book provides excellent insights for academics, students and lay readers alike... in tackling a host of pressing issues in a single book, makes for an eye-opening read." — The Times Higher Education Supplement "Brown is an effective Cassandra. His picture of climate-change-induced chaos is terrifying and convincing." — Andrew Simms (New Scientist)

Lester R. Brown is the founder of the Earth Policy and Worldwatch Institutes. He has been

honored with numerous prizes, including a MacArthur Fellowship, the United Nations Environment Prize, and twenty-five honorary degrees. He lives in Washington, D.C.

Brown's contemporary plan for saving human civilization is a "MUST READ" on the primary reading source for my doctoral International Communications course. My environmentalist-professor sensed that we not only hadn't read this book but that we didn't care enough about the frightening discoveries that each chapter of the book brings to the surface of the reader's mind. Just the chapter alone on Water Shortages springing food shortages, around the world is enough to make you realize these topics address issues that affect each of us, the haves and the have nots, regardless of SES factors, developing or underdeveloped nations, or the way we orientalize others in comparison to ourselves. Brown's push towards a speedy global mobilization against disastrous termination of our natural systems will cause annihilation of human existence, including me and my progeny. It makes you realize that no one on earth escapes the impact to our humanity. For those with a conscience, it moves your thinking towards seeing how those from affluent and water-abundant countries will respond to countries less fortunate. It makes you say, "what can I do to make a difference." Brown's book is raising my consciousness level and conscience on the as we-speak-threats to our human existence for the next century. His content is not all bleak. He offers solutions and preventative actions.

Ever since the first publication of "In the Human Interest" by Lester Brown outlining the six steps to a sustainable society the same strategy for sustainability has been verified most powerfully by clear data. As time goes on, the accumulation of evidence, all pointing to the same direction, provide an unequivocal consensus on the desperately important needed changes in our culture and our economic ways of thinking which are and have been proven to be destructive. Plan B 3.0 (and Plan B 4.0) by Lester Brown confirms the need for balance reducing our ecological footprint to sustainable levels.

This is the third iteration of the Plan B series. They just keep getting better. This book delivers beautifully in laying out the unprecedented challenges faced by humanity as we move into the 21st century. Plan B thoughtfully examines the critical global issues of our time: fresh water scarcity, soil depletion, deforestation; desertification; fisheries collapse; habitat destruction; species extinction; extreme weather; global warming, energy policy, and human population growth. Though the subject matter is sobering, it is presented in highly engaging and convincing fashion. Lester Brown and his

support team show that we humans are our own worst enemy. But the book is hardly all gloom and doom. There is a decidedly wise and positive course offered in these pages. Plan B shows that we are capable of cleaning up the mess we have made of our planet. It includes a clear, reasonable, and immanently doable public policy blueprint that offers hope for an equitable, life affirming, and environmentally sustainable future for all life on Earth. Anyone interested in a single volume that will get them up to speed on the world's most pressing issues should look no farther. Plan B 3.0 by Lester Brown is as good as it gets.

Two years ago Lester R. Brown was introduced to me by another who had noticed I had Al Gore's book, *An Inconvenient Truth*. The recommendation of Brown's book *Plan B 2.0 Rescuing a Planet Under Stress and a Civilization in Trouble* proved true. Brown could have won the Nobel Prize for his book and for his organization the Earth Policy Institute. However, a Nobel Prize to Brown would have passed under the media radar. Gore had reached the top of the best-sellers list. It was the beginning of a big year for Gore. With Gore as a winner, controversy ensued, bringing airplay week after week. Brown is yet the master. Brown advocates mobilization in his new book, a reflection on the scale of the challenge and the "wartime speed" of the response that is called for. Beyond mobilization, I find significant Brown's call for the creation of an honest market, one that tells the ecological truth. Writes Brown, "How will we respond to our children when they ask, 'How could you do this to us? How could you leave us facing such chaos?' These are questions we need to be thinking about now - because if we fail to act quickly enough, these are precisely the questions we will be asked." Brown goes on to note how the global economic accounting system leaves costs off the books which carries consequences. "If we can get the market to tell the truth, then we can avoid being blindsided by a faulty accounting system that leads to bankruptcy." Brown's discussion of the increasing number of failing states is also significant. Brown suggests a link between the degree of state failure and the destruction of environmental support systems. Spreading political instability across borders could disrupt global economic progress. The day calls for addressing the business of a sustainable plan - for mobilization. This is it.

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