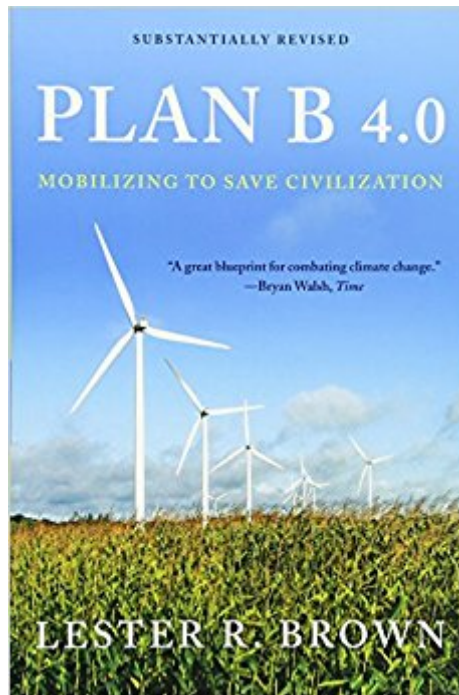




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Plan B 4.0: Mobilizing To Save Civilization (Substantially Revised)



Synopsis

“[Brown’s] ability to make a complicated subject accessible to the general reader is remarkable.”
Katherine Salant, Washington Post
As fossil fuel prices rise, oil insecurity deepens, and concerns about climate change cast a shadow over the future of coal, a new energy economy is emerging. Wind, solar, and geothermal energy are replacing oil, coal, and natural gas, at a pace and on a scale we could not have imagined even a year ago. For the first time since the Industrial Revolution, we have begun investing in energy sources that can last forever. Plan B 4.0 explores both the nature of this transition to a new energy economy and how it will affect our daily lives.

Book Information

Series: Plan B

Paperback: 384 pages

Publisher: W. W. Norton & Company; Substantially Revised edition (October 5, 2009)

Language: English

ISBN-10: 0393337197

ISBN-13: 978-0393337198

Product Dimensions: 6.1 x 1 x 9.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 57 customer reviews

Best Sellers Rank: #83,323 in Books (See Top 100 in Books) #10 in Books > Engineering &

Transportation > Engineering > Civil & Environmental > Environmental > Pollution #16

in Books > Engineering & Transportation > Engineering > Energy Production & Extraction >

Alternative & Renewable #88 in Books > Politics & Social Sciences > Politics & Government >

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Customer Reviews

“A great blueprint for combating climate change.” - Bryan Walsh,

Time
“Lester Brown is one of the pioneers and heroes of global environmentalism. If the 2007 Nobel Peace Prize had been extended to a third recipient, the logical candidate would have

been Lester Brown.” - E. O. Wilson
“Lester Brown tells us how to build a more just world and save the planet... in a practical, straightforward way. We should all heed his

advice.” - Former President Bill Clinton
“In this impressively researched manifesto for change, Brown bluntly sets out the challenges and offers an achievable road map for solving the

climate change crisis. – The Guardian – “A great book which should wake up humankind!” – Klaus Schwab, World Economic Forum – “Brown gives concise, but very informative, summaries of what he regards as the key issues facing civilization as a consequence of the stress we put on our environment.... a valuable contribution to the ongoing debate.” – The Ecologist

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.

Plan B version 4.0 is certainly a very important book that actually contains not only the usual "we are all going to Hades in a hand basket" hand-wringing one would expect in an environmental book; but also contains some very intelligent and feasible ideas on how to "mobilize to save the earth". The only reason the book did not receive the highest rating is because some of the writing is a bit circular, like the author is circling around the subject endlessly while we wait for him to move on to the next point. Still, very important, very useful information. Now we can only hope that people actually want to save the world and themselves from their own ignorance, greed, and fear of change.

Lester Brown is Absolutely Essential!! Every school curriculum should include "Planetary Maintenance" and "Regenerative Economics Experiments", like Aquaponics, vermicomposting and micro-greens for the cafeterias. Also essential is David J.C. MacKay's "Sustainable Energy without the hot air." ps. last preach to the choir: Regenerative, or Conservation-based Economics is not an ideal, it is the only way out of the mess we're in... Regenerate the soil, water, bees, trees, healthy food and healthy people... Advocate and Activate Local, Integrated Farming Systems. truce and good luck to all, j.m.

Though I believe the state of the environment to be a very important issue, I find the alarmism present in much environmental literature to be irresponsible and dishonest, and this book is chock full of it. (No, Lester Brown, civilization is not on the verge of collapsing.) Despite that, Brown more than redeems himself with his proposed solutions to today's environmental problems. You won't find any far-fetched, "Scientific American"-type fixes here (mirrors in space, etc.); "Plan B 4.0" offers practical solutions the governments of the world could easily begin today, if they choose to do so.

Methods range from the incredibly simple (planting lots and lots of trees) to the very innovative -- but still simple, really (urban agriculture, composting toilets). Probably my favorite thing about "Plan B" is that it dispels the myth that environmentalists are misanthropes, especially in regard to population control. Population control is not about "letting people die" of disease or hunger (or both). If that were the case, overpopulation would not be a problem. (The richest countries in the world have the most stable birth rates. The highest birth rates in the world are in the sickest, hungriest nations.) Brown's misanthropic, evil scheme to control population growth involves schools (as girls who go to school wait to have children when they're older), clinics (because, with vaccinations available, 3rd world women don't feel the need to have many children in the event that they don't all grow to adulthood), condoms (as [oh the irony!] the best way to prevent overpopulation is also the best way to prevent AIDS), and plans to end poverty and hunger and support failing states. Read "Plan B 4.0." Don't worry -- civilization is not about to collapse. BUT it may suffer some serious blows in coming years if world leaders don't begin to implement these (so very simple) solutions to an environmental crisis that is a real concern.

Amazing book

I am a little over half way thru the book as I write this. The read so far is very refreshing, I have read a lot of these some of them are way to far fetched this on is different. The concept of designing cities for people instead of cars was a wow moment for me. Having spent a lot of time in Europe living in communities that existed before the industrial revolution and the car made me realize that we have been here before and we can do it again. I have been living without a car for two years in Hawaii, it is a challenge but it can be done. It is time to rebuild communities that are pedestrian and bicycle friendly. I am really looking forward to finishing the book, am having a hard time putting it down, but I want to savor the read. Enjoy, TonyK out.

Lester Brown's book is a clearly presented, rational exploration of the enormous problems that we face as a species who, until lately, have largely ignored our planet's ability to support our ever growing numbers. Expecting yet another environmental diatribe that offers little hope to individuals, I was pleasantly surprised to find that the focus of this book is actually on providing us with a realistic and effective global action plan that would ultimately lead humankind back onto a more sustainable path. I wish it was required reading for politicians everywhere!

So informative and well thought-out. Provides solutions backed by scientific research. Clear concise writing - a pleasure to read.

This book is full of some really shocking information. Since page one I have been talking about it to friends, family, anyone that will listen. Many have noted that maybe the author's perspective is biased but it is biased in a way we should all be. I don't think any of us relish the idea of destroying our planet. If this book does nothing else it will make you ask some tough questions of yourself and the things you do without thinking about them.

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