

from Lester R. Brown, *Plan B 2.0 Rescuing a Planet Under Stress and a Civilization in Trouble* (NY: W.W. Norton & Co., 2006).

© 2006 Earth Policy Institute. All Rights Reserved.

Acknowledgments

If it takes a village to raise a child, then it takes the entire world to do a book. It begins with the work of thousands of scientists and research teams in many fields whose analyses we draw on for information, insights, and understanding. The process ends with the teams who translate the book into other languages. We are indebted to the thousands of researchers, all the translation teams, and countless others.

When dealing with such a broad range of issues and their interrelationships, an author necessarily relies heavily on the work of other analysts. There are three individuals in particular whose work has shaped my thinking: Jared Diamond and his work on the survival or decline of earlier civilizations, Jeffrey Sachs and his tireless efforts to analyze and eradicate poverty, and Amory Lovins and his ingenious work on the potential for raising energy efficiency. In drawing on their work, I feel as though I am standing on the shoulders of giants.

There are many other individuals whose work inspired and informed this book, including Herman Daly on the relationship between the economy and the environment, Gene Sperling on education in developing countries, Enrique Peñalosa and Richard Register on cities, Sandra Postel and Peter Gleick on water, Bill McDonough and Michael Braungart on materials recycling, and Ernst von Weizsäcker, with his pioneering work on environmental tax reform and reducing materials use.

Our research team, led by Janet Larsen, went through literally thousands of research reports, articles, and books, gather-

ing, organizing, and analyzing the information that fed into this book. Janet also helped conceptualize *Plan B 2.0*. She was the first, for instance, to see the need for the earth restoration budget. In research and writing, Janet is my alter ego, my best critic, and a sounding board for new ideas.

Elizabeth Mygatt not only made a strong research contribution, but she was invaluable in bringing the manuscript down the homestretch. Several others helped with research at various times as the book evolved, including Viviana Jiménez, Danielle Murray (who was especially helpful with the research and analysis on biofuels), Emily Arnold, and Erin Greenfield.

Reah Janise Kauffman, our Vice President, manages the Institute, coordinates our worldwide network of publishers, and serves as my special assistant. Perhaps most important, she has succeeded in boosting our earned income from publication sales, royalties, and speaking fees to where it now covers over half of our budget. And, as if this were not enough, she reviewed the manuscript twice, aiding in its evolution at every step of the way.

Millicent Johnson, our Director of Publications Sales, not only manages our publications department, she also serves as our office quartermaster and librarian. Millicent, who cheerfully handles the thousands of book orders, takes pride in her one-day turnaround policy.

Reviewers who helped shape the final product include my colleagues, each of whom reviewed the manuscript at least twice, and more than a dozen talented individuals from outside the Institute. Peter Goldmark, for many years publisher of the *International Herald Tribune*, used his rich experience to help us identify the strengths and weakness of the manuscript. Peter is simultaneously one of the book's strongest supporters and one of its most able critics. His comments on the structure of last chapter were particularly helpful.

Edwin (Toby) Clark, an engineer and economist by training, brought his decades of environmental experience as an environmental analyst at the Council on Environmental Quality and as an administrator at the U.S. Environmental Protection Agency to bear on the manuscript, providing both broad structural suggestions and detailed page-by-page commentary.

Doug and Debra Baker contributed their wide-ranging sci-

entific knowledge, ranging from physics to meteorology, to chapter-by-chapter critiques that were both constructive and encouraging. Maureen Kuwano Hinkle drew on her 26 years of experience working on agricultural issues with the Environmental Defense Fund and the Audubon Society to review the book twice, providing valuable comments and encouragement along the way. Gail Gorham provided general feedback and was particularly helpful in structuring Chapter 1. Reed Funk, Rutgers University biologist, read the entire manuscript and made particularly useful comments on the chapters dealing with agriculture and natural systems.

Three Board members—Scott McVay, joined by his wife Hella; William Mansfield; and Raisa Scriabine—read the entire manuscript and provided numerous useful comments.

Those who read selected chapters include University of Nebraska agronomist Kenneth Cassman, who provided substantive suggestions for improving the chapters dealing with agriculture. Brian Brown, my son, suggested several steps to focus the book more sharply. William Brown at the U.S. Department of Energy was particularly helpful with Chapter 2. Hadan Kauffman offered a very positive commentary on Chapter 1.

As always, we are in debt to our editor, Linda Starke, who brings nearly 30 years of international experience in editing environmental books and reports to the table. She has brought her sure hand to the editing of not only this book, but all of my books during this period.

The book was produced in record time thanks to the efforts of Elizabeth Doherty, who gave up evenings and weekends to prepare the page proofs. The index has again been ably prepared under deadline pressure by Ritch Pope.

We are supported by a network of dedicated publishers for our books and *Eco-Economy Updates* in some 22 languages—Arabic, Catalan, Chinese, Czech, English, Danish, French, Indonesian, Italian, Japanese, Korean, Marathi, Persian, Polish, Portuguese (in Brazil), Romanian, Russian, Spanish, Swedish, Thai, Turkish, and Ukrainian. There are three publishers in English (U.S.A./Canada, U.K./Commonwealth, and India/South Asia) and two in Spanish (Spain and Latin America).

These translations are often the work of environmentally committed individuals. In Iran, Hamid Taravati and his wife,

Farzaneh Bahar, are both medical doctors who head an environmental NGO. In recognition of their fine translations, the Peka Institute, an association of Iranian publishers, selected the Farsi edition of *Eco-Economy* as the best nonfiction book in 2003.

In China, Lin Zixin has arranged the publication of my books in Chinese for more than 20 years. For the most recent books, he has personally led the team of translators. I am also grateful to him for arranging a trip to Inner Mongolia and Gansu provinces that helped me better understand the pressures on the land in China's northwest.

In Japan, Soki Oda, who started Worldwatch Japan some 20 years ago, leads our publication efforts and arranges book promotional tours in Japan. He is already planning the outreach effort for the Japanese edition of *Plan B 2.0*. Junko Edahiro, founder and head of Japan for Sustainability, also supports us in Japan. For many years my interpreter, she now also organizes highly successful fundraisers for the Earth Policy Institute and is, in addition, our leading individual donor.

Gianfranco Bologna, with whom I've had a delightful relationship for nearly 25 years, arranges for the publishing of our books in Italian. As head of World Wildlife Fund Italy, he is uniquely positioned to assist in this effort.

In Brazil, Eduardo Athayde is responsible for translating our books into Portuguese for electronic downloading. He also does an excellent job of organizing fast-paced promotional tours in that country's major cities.

In Romania, former President Ion Iliescu, who started publishing our books some 18 years ago when he headed Editura Tehnica, personally assumes responsibility for getting our books out quickly. He is aided by Roman Chirila.

In Turkey, TEMA, the leading environmental NGO—which works especially on reforesting the countryside—has for many years published my books.

In South Korea, Yul Choi, founder of the Korean Federation for Environmental Movement (KFEM), has published my books and overseen their launching through KFEM's publishing house, Doyosae.

We have been fortunate in India to have the highly respected Orient Longman publishing our books for distribution throughout South Asia.

A small organization like EPI relies on the goodwill and dedication of many people. We are grateful to the growing number of individuals and organizations who translate and post our Eco-Economy Updates on their Web sites, including Leif Ohlsson (Swedish), Li Kangmin (Chinese), Gianfranco Bologna (Italian), Soki Oda (Japanese), Professor Sankar Sen (Bengali), Ole Hansen (Danish), Eduardo Athayde (Portuguese), Joseph Robertson (Spanish), François Kornmann (French), and Misha Jones (Russian).

I would also like to thank personally the members of our Plan B Team—the 650 or so individuals who purchased five or more copies of the first edition of *Plan B: Rescuing a Planet Under Stress and a Civilization in Trouble* and distributed it to friends, colleagues, and opinion leaders.

We are also indebted to our funders, without whose support this book would not exist. Among these are the United Nations Population Fund and several foundations, including the Appleton, Farview, McBride Family, Shenandoah, Summit, and Wallace Genetic foundations. A special thanks to the Lannan Foundation, whose generous and timely three-year grant has allowed us to acquire additional staff as well as the luxury of time for completing this book.

Earth Policy is supported by individual donors, including Ray Anderson, Doug and Debra Baker, Susan Brown, Don Collins and Sarah Epstein, Junko Edahiro, Judy Gradwohl, Paul Growald, Maureen Hinkle, Judy Hyde, Scott and Hella McVay, Peter Seidel, and Geraldine Wang of the William Penn Foundation, as well as the Cultural Vision Fund. This unwavering support from foundations and individuals enables us to offer a plan of hope for future generations.

And finally, saving the best for last, my thanks to the team at W.W. Norton & Company: Amy Cherry, our editor; Heather Goodman, Amy's assistant; Andrew Marasia, who put the book on a fast-track production schedule; Ingsu Liu, Art Director for the book jacket; Bill Rusin, Marketing Director; and Drake McFeely, President, with special thanks for his support. It is a delight to work with such a talented team and to have been published by W.W. Norton for more than 30 years.

Lester R. Brown