

## *Acknowledgments*

As I have noted before, if it takes a village to raise a child, then it takes the entire world to write a book of this scope. We draw on the work of thousands of scientists and research teams in many fields throughout the world. The process ends with the teams who translate the book into other languages.

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Some authors write, but this one dictates. Many thanks to Kristina Taylor who transcribed the many

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Reah Janise Kauffman, our Vice President, not only manages the Institute, thus enabling me to concentrate on research, she also directs EPI's outreach effort. This includes, among other things, coordinating our worldwide network of publishers, organizing book tours, and working with the media. (The ice-calving photo on the jacket was her idea.) Reah Janise's productivity and versatility are keys to the Institute's success. Her value to me is evidenced in our 24 years of working together as a team.

Millicent Johnson, our Manager of Publications Sales, handles our publications department and serves as our office quartermaster and librarian. Millicent cheerfully handles the thousands of book orders and takes pride in her one-day turnaround policy.

A number of reviewers helped shape the final product. My colleagues at EPI reviewed several drafts, providing insightful comments and suggestions. Reviewers from outside the Institute include Doug and Debra Baker, who, with their wide-ranging scientific knowledge from physics to meteorology, provided detailed comments. Also providing useful feedback were Peter Goldmark, for many years publisher of the *International Herald Tribune*; Edwin (Toby) Clark, formerly deputy administrator at the U.S. Environmental Protection Agency; William Mansfield, a member of the EPI Board and former Deputy Director of the United Nations Environment Programme; Maureen Kuwano Hinkle, with 26 years of experience working on agricultural issues with the Environmental Defense Fund and the Audubon Society; Frances Moore, a former EPI researcher now in graduate school; and Jessica Robbins, a former intern.

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The book was produced in record time thanks to the conscientious efforts of Elizabeth Doherty, who prepared the page proofs under a very tight deadline. The index was ably prepared by Kate Mertes.

We are supported by a network of dedicated translators and publishers in some 23 languages, including all the major ones. In addition to English, our books appear in Arabic, Bulgarian, Chinese, Farsi, French, German, Hindi, Hungarian, Italian, Japanese, Korean, Marathi, Norwegian, Polish, Portuguese, Romanian, Russian, Slovenian, Spanish, Swedish, Thai, and Turkish. There are three publishers in English (United States/Canada, U.K./Commonwealth, and India/South Asia), two in Spanish (Spain and Latin America), and two in Chinese (mainland and Taiwan).

These translations are often the work of environmentally committed individuals. In Iran, the husband and

wife team of Hamid Taravati and Farzaneh Bahar, both medical doctors, head an environmental NGO and translate EPI's publications into Farsi. Their translation of *Plan B* earned them a national book award. The ministries of environment and agriculture regularly purchase copies in bulk for distribution.

In China, Lin Zixin, who has arranged the publication of my books in Chinese for more than 20 years, enlisted a great team—the Shanghai Scientific & Technological Education Publishing House and WWF-China—for *Plan B 4.0*. Both Premier Wen Jiabao and Pan Yue, Deputy Minister of the State Environmental Protection Administration, have quoted *Plan B 2.0* in public addresses and articles. The Chinese edition of *Plan B* received a coveted national book award in 2005 from the National Library of China.

In Japan, Soki Oda, who started Worldwatch Japan some 20 years ago, leads our publication efforts and arranges excellent book promotional media interviews and public events. He is indefatigable in his efforts. The Kurosawa brothers, Toshishige and Masatsugu, distribute thousands of copies to Japanese opinion leaders.

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In Turkey, TEMA, the leading environmental NGO, which works especially on reforesting the countryside,

has for many years published my books. Inspired by Ted Turner, they distributed 4,250 copies of *Plan B 3.0* to officials, academics, and other decisionmakers.

In South Korea, Yul Choi, founder of the Korean Federation for Environmental Movement and now head of the Korea Green Foundation, has published my books and oversees their launching through Doyosae Books Co.

Most remarkable are the individuals who step forward out of seemingly nowhere to publish and promote our books. For instance, Lars and Doris Almström have now translated two editions in the *Plan B* series, and arranged for their publication in Swedish. They now actively are working to implement Plan B in Sweden.

Pierre-Yves Longaretti and Philippe Vieille in France literally accepted the call to action in *Plan B 2.0* and not only translated the book but engaged a world-class publisher, Calman-Lévy. They further established an NGO (Alternative Planetaire) and a Web site to promote Plan B for France ([www.alternativeplanetaire.com](http://www.alternativeplanetaire.com)).

Bernd Hamm, a professor at the University of Trier, arranged for a German publisher, Kai Homilius Verlag, to publish *Plan B 2.0*. Kai Homilius has now published *Plan B 3.0* and *Plan B 4.0*.

The Spanish editions of *Plan B 2.0*, *Plan B 3.0*, and *Plan B 4.0* in Latin America were spearheaded by Gilberto Rincon of the Centre of Studies for Sustainable Development in Colombia.

The Hungarian editions of Plan B 3.0 and Plan B 4.0, available electronically on our own Web site, are the result of the tireless efforts of David Biro, a school teacher in Hungary.

Those who are working to promote Plan B (see "People in Action" on our Web site) are gaining in both numbers and momentum.

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And thanks to you, our readers. In the end, the success of this book depends on you and your help in implementing Plan B.

Lester R. Brown

## *About the Author*

Lester R. Brown is President of Earth Policy Institute, a nonprofit, interdisciplinary research organization based in Washington, D.C., which he founded in May 2001. The purpose of the Earth Policy Institute is to provide a plan for sustaining civilization and a roadmap of how to get from here to there.

Brown has been described as “one of the world’s most influential thinkers” by the *Washington Post*. The *Telegraph of Calcutta* called him “the guru of the environmental movement.” In 1986, the Library of Congress requested his papers for its archives.

Some 30 years ago, Brown helped pioneer the concept of environmentally sustainable development, a concept embodied in Plan B. He was the Founder and President of the Worldwatch Institute during its first 26 years. During a career that started with tomato farming, Brown has authored or coauthored many books and been awarded 25 honorary degrees. With books in more than 40 languages, he is one of the world’s most widely published authors.

Brown is a MacArthur Fellow and the recipient of countless prizes and awards, including the 1987 United Nations Envi-

ronment Prize, the 1989 World Wide Fund for Nature Gold Medal, and Japan's 1994 Blue Planet Prize for his "exceptional contributions to solving global environmental problems." More recently he was awarded the Presidential Medal of Italy, the Borgström Prize by the Royal Swedish Academy of Agriculture and Forestry, and the Charles A. and Anne Morrow Lindbergh award. He has been appointed to three honorary professorships in China, including one at the Chinese Academy of Sciences. He lives in Washington, D.C.

If you have found this book useful and would like to share it with others, consider joining our  
**Plan B Team.**

To do so, order five or more copies at our bulk discount rate at [www.earth-policy.org](http://www.earth-policy.org)

This book is not the final word. We will continue to unfold new issues and update the analysis in our  
**Plan B Updates.**

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