



The New Economy of Nature: The Quest to Make Conservation Profitable

By Gretchen Daily, Katherine Ellison

Island Press. Paperback. Book Condition: new. BRAND NEW, The New Economy of Nature: The Quest to Make Conservation Profitable, Gretchen Daily, Katherine Ellison, Why shouldn't people who deplete our natural assets have to pay and those who protect them reap profits? Conservation-minded entrepreneurs and others around the world are beginning to ask just such a question, as the increasing scarcity of natural resources becomes a tangible threat to our own lives and our hopes for our children. This text brings together Gretchen Daily, an ecologist, with Katherine Ellison, a journalist, to offer an engaging and informative look at a new "new economy" - a system which recognizes the economic value of natural systems and the potential profit in protecting them. Through engaging stories from around the world, the authors introduce readers to a diverse group of people who are pioneering new approaches to conservation. We meet Adam Davis, an American business executive who dreams of establishing a market for buying and selling "ecosystem service units"; John Walmsley, a former maths professor in Australia who has found a way to play the stock market and protest native species at the same time; and Dan Janzen, a biologist working in Costa Rica...

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