

Young Australians write the way ahead

After three years of volunteered dedication under the tutelage of international sustainability luminaries, and in conjunction with expert co-authors, editors Karlson Hargroves and Michael Smith, and colleagues Cheryl Paten and Nick Palousis, have assembled a new authoritative guide to sustainable development for the whole of society.

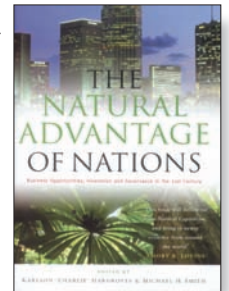
Backed by high calibre support and affiliations, *The Natural Advantage of Nations* is being seen as the latest key publication on innovation, solutions, competitiveness and profitability. The book, from Australian young engineering think tank, The Natural Edge Project (TNEP), is a response to such bestsellers as *Natural Capitalism* and *Factor Four*, which made the case for an evolved, sustainable, and profitable, global economy.

This is an updated, comprehensive

account that draws on a huge amount of literature, providing an overview of many of the most important innovations from around the world in how to achieve sustainable development cost effectively. It supplies engaging international and local case-studies, and contributions from over 30 authorities such as Hunter Lovins, Bill McDonough, Amory Lovins, Dr Paul Weaver and Alan AtKisson, together with Australian leaders such as Professor Alan Pears, Dr Chris Ryan, Dr Steve Dovers, Professor Peter Newman, Emeritus Professor Val Brown, Dr Jeff Kenworthy, Dr Roger Burritt and Mark Diesendorf.

In particular, *The Natural Advantage of Nations* presents a development framework, a clear blueprint for nations and business to make the switch to fully sustainable economies, and to do it profitably. It's a framework that engages mainstream busi-

ness and government through discussion of innovation, competitive advantage, business theory, strategy development, and industry policy. It does this without losing sight of the environmental



purpose, and illustrating that the drive for an ecologically sustainable world does not have to be in conflict with economics and business practices.

The purpose is to inspire and demonstrate how business, government and civil society, as well as other peak bodies can take integrated approaches to make genuine progress; to show how through such integrated approaches much of Agenda 21 could be put into practice; and to move hearts and minds across all sectors to elicit progress.

The book is powerful and enjoyable reading for anyone, but particularly for those leaders in government, business, science and engineering, and academia now exploring the cutting edge in the new 'sustainability economy'.

The Natural Advantage of Nations
Business Opportunities, Innovation and Governance In The 21st Century
Editors: Karlson 'Charlie' Hargroves and Michael H. Smith

James & James/Earthscan, 2005, Hardback
ISBN: 1844071219 RRP: \$59.95

Available from DA Direct (Aus) and Earthscan.

More information at
www.thenaturaladvantage.info/pid/4976.htm



The Rt. Hon. Sir Ninian Stephen launches the book in Melbourne, with (from left) Nick Palousis, Michael Smith, Karlson 'Charlie' Hargroves and Cheryl Paten.

Your guide to climate change effects on Australia

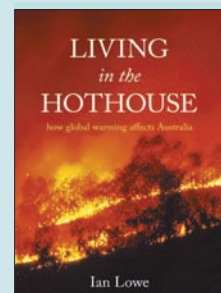
Ian Lowe, recently elected President of the Australian Conservation Foundation and Emeritus Professor of Science, Technology and Society at Griffith University, is one of the country's most respected authorities on global warming. He is a key member of the Australian Climate Group and has contributed to the UN-sponsored Intergovernmental Panel on Climate Change.

In *Living in the Hothouse*, his 17th book, just released by Scribe Publications, Professor Lowe has put together a timely

and comprehensive catalogue of predicted effects of climate change on Australian life. After a review of the current knowledge on global warming, the book examines the likely implications for agriculture, forestry, water resources, coastal development, native ecosystems, and human health, among other potential scenarios.

Professor Lowe sets out why we will see major climatic change effects occurring in the next seven decades, but *Living in the Hothouse* is also a 'call to arms'. It details the latest think-

ing on strategies and policies necessary to prevent the 'cataclysmic' change that will likely ensue without dramatic changes to our current business-as-usual scenario. Rather than being fatalistic, however, Lowe urges politicians and the general public to pragmatically acknowledge what lies ahead, and to take immediate responsibility for implementing mitigation measures and planning a sustainable future. Lowe's book is a timely, accessible reference for those thinking ahead.



Living in the Hothouse
How global warming affects Australia
Ian Lowe

Scribe, 2005, Paperback
ISBN: 1920769412 RRP: \$26.95

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