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Ralf Fuuml;cks

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GREEN GROWTH SMART GROWTH


A New Approach to Economics,
Innovation and the Environment

FOREWORD BY ANTHONY GIDDENS



RALF FÜCKS



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Ralf Fuuml;cks : Green Growth, Smart Growth: A New Approach to Economics, Innovation and the Environment (Anthem Environment and Sustainability) before purchasing it in order to gage whether or not it would be worth my time, and all praised Green Growth, Smart Growth: A New Approach to Economics, Innovation

and the Environment (Anthem Environment and Sustainability):

We find ourselves at a crossroads between environmental disaster and a new industrial revolution: a shift from the ruthless exploitation of nature toward cooperation with it. Decoupling economic growth from environmental consumption is an ambitious goal, but also an achievable one. *Green Growth, Smart Growth* outlines a way forward in this great transformation, and does so in the conviction that the dangers posed by climate change can be overcome through a new approach to economics, innovation and proactive policymaking.

This is a much-needed book. It doesn't gloss over the crisis but rather shows ways out of it, beyond the gloom, doom and *business as usual*. It's about a great awakening, a new industrial revolution, and at the same time about a new relationship to nature. Prof. Ernst Ulrich v. Weizsäcker, Co-President of the Club of Rome
What does a sustainable future look like in the transition from the geological era to the age of man, the Holocene to Anthropocene? We must thank Ralf Fücks for not retreating to a position of resignation with this book. He lays out how even in a world of 9 billion people prosperity and peaceful coexistence are still possible. Prof. Klaus Töpfer, former Executive Director of the United Nations Environment Programme
We have been bombarded with the choice between the good and the bad. Why? We should all strive to do better without forcing anyone to choose between black and white, as Ralf Fücks demonstrates in his book *Green Growth, Smart Growth*.
Gunter Pauli, author and founder of the Zero Emissions Research Initiative
Global challenges require a rethink. Ralf Fücks argues that the key lies in a green industrial revolution: a sustainable business that combines economy and ecology and safeguards our livelihoods. The energy revolution in Germany shows that we can protect the environment while creating clean-energy jobs and securing prosperity.
Winfried Kretschmann, leading Green Party politician
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About the Author
Ralf Fücks has written widely on environmental policy and political economy, and is currently President of the Heinrich Böll Foundation, an influential public policy organization advancing green visions and projects.