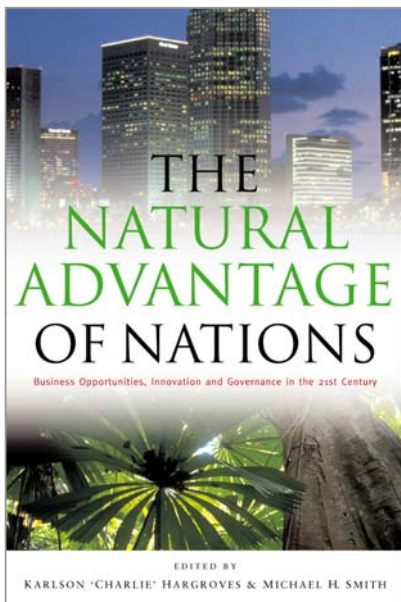


“The Sustainability Revolution and the Natural Advantage of Nations — An Evening with Alan AtKisson”

Earthscan warmly invites you to a thought provoking evening with Alan AtKisson. Alan is author of *Believing Cassandra – an optimist looks at a pessimistic world* and a co-author of the new book *The Natural Advantage of Nations*, published by Earthscan.

Alan has been a strategic advisor to sustainable development initiatives in business, government, and civil society, working around the world since 1992. He will draw on both his extensive experience and current events — from GE's recent shift in strategy, to China's development of a "green GDP — to demonstrate that a sea change is now under way globally.

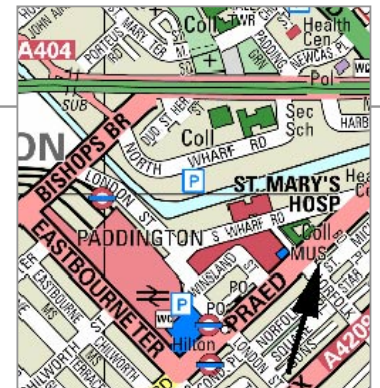
His argument: As companies, cities, and entire nations begin to grapple seriously with the imperatives of embracing sustainability, they are increasingly realizing that there are economic benefits in doing so — and economic penalties for not doing so. Increasingly, "natural advantage" is critical to competitive advantage.



The Natural Advantage of Nations has been reviewed as "world-leading work" and as "an absolutely critical overview of our progress towards sustainability thus far, 500+ information-packed pages on what's working best." It is an encyclopaedic, multi-author volume that assembles some of the best ideas, arguments, tools and case studies in sustainability today from 30 leading thinkers. The book includes contributions from many other well-known sustainability leaders, including William McDonough, Amory B Lovins, L Hunter Lovins, and Michael Fairbanks. The book was edited by Karlson 'Charlie' Hargroves and Michael Harrison Smith.

At the Frontline Club (13 Norfolk Place, London W2 1QJ)
Wednesday 6th July at 6.30pm – 8pm

The Natural Advantage of Nations, which includes two chapters and a Foreword by Alan AtKisson, will be on sale at a special discount to celebrate the launch.



Please RSVP to Jon Raeside at Earthscan: Tel 020 7121 3127 E-mail jon.raeside@earthscan.co.uk

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frontline