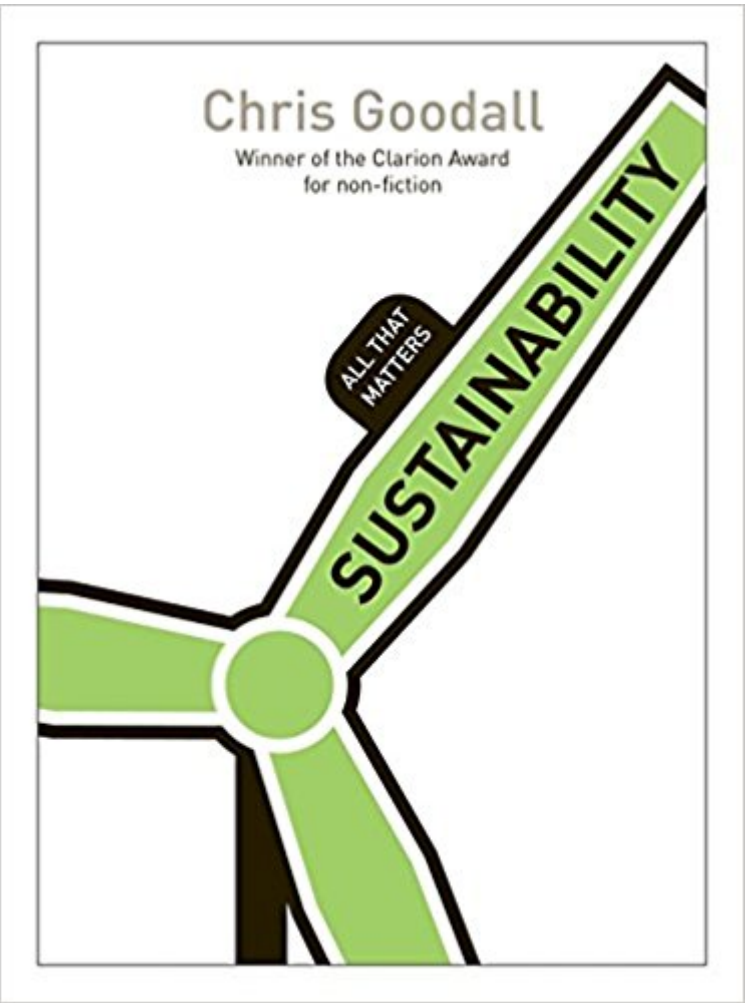
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Sustainability: All That Matters (Teach Yourself)



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Synopsis

Sustainability: All That Matters, by award-winning writer and campaigner Chris Goodall argues that building a sustainable society is perhaps the greatest test that the world has ever faced. Today's generation has borrowed from the future by grabbing prosperity now and imposing the cost on the next generation.In this startling and informative book, which will appeal to both students and general readers, Goodall provides the first coherent new explanation of what sustainability actually is. Goodall then goes onto explore nine key sustainability challenges, applying the theory of sustainability to look at food, travel, clothing, electricity, heating and cooling, paper and cardboard, construction, consumer electronics, and air travel.This accessible and concise book will appeal to both students and general readers, giving a challenging and thought-provoking introduction to sustainability - and what matters most about it.

Book Information

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Customer Reviews

Chris Goodall is a highly regarded writer and campaigner on environmental issues. Educated at Cambridge University and Harvard Business School, he is one of the leading global voices on sustainability. He writes regularly for the Guardian, and on his widely followed blog 'Carbon Commentary'.Chris is an award winning writer. Ten Technologies to Save the Planet was listed in the Financial Times Books of the Year. How to Live a Low-Carbon Life won the Clarion Award for non-fiction and was described by the New Scientist as 'the definitive guide for reducing your carbon

footprint.’

Chris Goodall’s volume in the "All That Matters" series, "Sustainability", may be a slim little number but it certainly packs quite a lot in between its covers. The book provides a broad overview of what constitutes global sustainability, why it is important, and what challenges the human race faces in trying to achieve it. After introducing the main concepts and players in the debate -- natural capital, economic growth, planetary boundaries, circular economy and footprinting -- the book goes on to consider in turn each of the main sustainability challenges that the human race is currently facing. Of these, food production and power generation are the two most obvious issues. Less obvious perhaps to most people, but given equal weighting with these two in the book are steel and clothing production. The latter will perhaps be the biggest eye-opener for many readers; while everyone with the slightest awareness of current global climate change issues will be well aware of the urgent need to reduce carbon emissions from the burning of fossil fuels, perhaps few are aware of the problematic carbon footprint associated with cotton production and the developed world’s profligate appetite for endless new clothes.The book isn’t long enough to go into great detail of any of the issues, however, and the author presents only scant statistics to back up his various assertions, many of which are worryingly qualified with the phrase "I believe", as though scientific investigation and the drawing of conclusions from data were a matter for faith rather than rigorous analytical testing of interpretations. Also, there are many issues which the book doesn’t mention at all -- the most conspicuous being its failure to highlight the developed world’s completely unsustainable obsession with palm oil production for the cosmetics and cleaning product industries, which is currently one of the greatest drivers (alongside the global meat industry, which does get a mention) of tropical deforestation. Also, despite offering few answers to the problems he describes in the book, the author conveys an optimism for the future of mankind that appears to be wholly unfounded given much of the material that he does present. Let us hope that he is right in this optimism, because one thing he does demonstrate quite effectively is that if we are to achieve anything approaching sustainability, we are going to need a lot more change than can be generated by a few tweaks to domestic power consumption by swapping to low energy light bulbs, or segregating our waste for recycling. It is going to require fundamental rethinks at government level and considerable shifts in what people expect from life, as well as changes in ethical outlooks on a global scale.All in all, this is useful and fairly readable introduction to a complex topic. Its final ’expanded bibliography’ chapter, untitled ’100 ideas’, also provides an excellent collection of references and web links affording ample opportunities for delving into deeper study of all of the key

issues covered in the book (as well as a lot more besides). On its own though, it doesn't give you anything beyond a basic broad overview of the subject, so expect to need to follow up what you find in this book if you want to study this subject seriously.

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