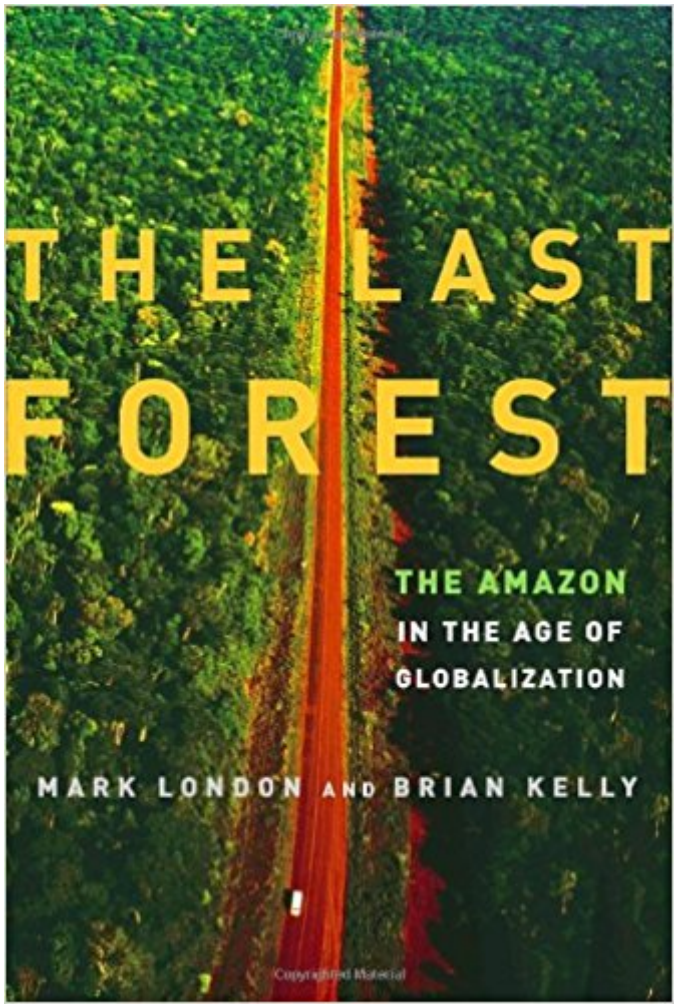
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The Last Forest: The In The Age Of Globalization



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Synopsis

With a landmass larger than the continental U.S. west of the Mississippi and the richest diversity of plant and animal species on earth, the has always struck its explorers and would-be exploiters as infinite and largely impenetrable. For decades, anthropologists assumed that permanent human habitation was impossibleÃ¢â ¬â œbut they were wrong. Recently, proof of centuries-old ian civilizations has been unearthed, shifting perceptions of the inhospitability of the rain forestÃ¢â ¬â œand providing a precedent for human occupation. Today, as developers and environmentalists clash over the regionÃ¢â ¬â„¢s future, the seemingly endless forest is fast disappearing in fires, rampant mineral extraction, rogue logging operations, and encroaching urban sprawl. Through a series of startling human encountersÃ¢â ¬â œinterviews with government ministers and environmental crusaders, millionaire ranchers and disenfranchised slum dwellersÃ¢â ¬â œMark London and Brian Kelly, longtime explorers and trailblazing chroniclers of the basin, trace the regionÃ¢â ¬â„¢s transformation. Logging thousands of miles, London and Kelly take readers from the mushrooming shopping malls of Manaus to the pristine rain forest that still seems beyond the reach of civilization, from the ghostly ruins of abandoned factories and failed plantations to the thriving agribusinesses that one day may feed the entire world and change this landscape forever. Again and again, they collide with the same fundamental question: Is it too late to strike a balance in the between economic sustenance for the twenty-one million Brazilians who live there and protection for the worldÃ¢â ¬â„¢s last great forest? London and Brian Kelly have fashioned a complex, vibrant portrait of a region on the edge of crisis. At once a seductive journey and a searing account of political, environmental, and social tumult, The Last Forest is a masterpiece of contemporary reporting.

Book Information

Hardcover: 336 pages
Publisher: Random House (February 6, 2007)
Language: English
ISBN-10: 0679643052
ISBN-13: 978-0679643050
Product Dimensions: 6.5 x 1 x 9.5 inches
Shipping Weight: 1.2 pounds (View shipping rates and policies)
Average Customer Review: 4.2 out of 5 stars 7 customer reviews
Best Sellers Rank: #1,863,062 in Books (See Top 100 in Books) #33 inÃ Â Books > Science &

Math > Nature & Ecology > Ecosystems > Tropical #1066 inÃ Â Books > Science & Math > Biological Sciences > Plants > Trees #5270 inÃ Â Books > Science & Math > Environment > Environmentalism

Customer Reviews

The conventional wisdom is that the River basin and the unique flora and fauna of its fecund rainforestsÃ¢â ¬â •half of the remaining forest on earthÃ¢â ¬â •are on the brink of ecological disaster. Not necessarily so, say the authors of this combination of wonkish policy paper, astute reporting and firsthand adventure narrative, who revisited Brazil's forested middle provinces 25 years after writing their first book, . Vast swaths of rainforest have indeed fallen to road development, cattle ranching, soy farming and clear-cut logging (including the decimation of mahogany trees). An estimated 3% of the forest was gone in 1980, when London and Kelly made two 100-day journeys through the . Now, 20% is gone. But there's still hope for "good things to happen," they say, as Brazil's 20-year-old democracy tries to balance economic growth with international environmental concerns. Leading sustainable rainforest development is Brazilian environment minister Marina Silva, who rose from unschooled peasant daughter of an impoverished rubber-plant tapper to win a Senate seat, then became "the most important person in the " after the 2002 election of Brazil's current president, Luiz Inacio Lula da Silva. The portrait of her humble beginnings and thoughtful activism humanizes this fact-filled, sometimes dry book. (Feb. 6) Copyright Ã Â© Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"Save the rain forests" is a cry heard round the world, and there is no doubt that the viability of the is key to a healthy biosphere. Yet the rain forests must also sustain the people of Brazil, making preservation a complicated undertaking. London and Kelly (, 1984) present an eye-opening and many-faceted twenty-first-century report on politics and innovation, crime and poverty. In a superb work of journalism, London and Kelly profile environmentalists, politicians, ranchers, and ordinary citizens; shrewdly consider the impact of new roads and wireless technology; and chronicle the ongoing destruction of forests and displacement of forest people to make way for cattle ranches and soybean fields. Appalling stories about corruption, illegal logging, bloodshed over land titles, and murdered activists abound. For Brazilians, the is not only "nature's last great preserve," it is also a "land of opportunity," and while many individuals are committed to finding ways to both preserve the forest and support people's livelihoods, the obstacles are daunting, and the rain forest is disappearing at an accelerated rate. Donna SeamanCopyright Ã Â© American Library Association.

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Great book with great examples and case studies. I was fortunate enough to speak directly with the author for a class project and he was a super nice guy. I highly recommend supporting well-intentioned people who are also well-informed.

More than a quarter century ago authors Mark London and Brian Kelly spent a considerable amount of time in the jungles of Brazil doing research for their 1983 book "". They wanted to meet the inhabitants of this strange and mysterious territory and discover for themselves just what was happening there. Now some 25 years later London and Kelly have returned to the to report on how this incredibly vast region and its people have fared during those intervening years. For all intents and purposes "The Last Forest" is a report card on the effectiveness of governmental policies at various levels and how wisely the land is being used by both the business community and the peoples who would call the home. "The Last Forest" is definitely not another doom and gloom book written by someone with an environmental ax to grind. Rather, this is a scholarly work that seeks to figure out which policies and approaches have been successful as well as those that may not have been. Mark London and Brian Kelly do yeoman work as reporters searching for the real story of the in 2007. I could detect no real political agendas here.To most of the developed world the represents the last vast wilderness area on the planet. Environmentalists in both the United States and Europe are demanding that Brazil protect the rain forests from significant development. But is this realistic? Those in both the public and private sectors in Brazil are quick to point out that neither the Europeans nor the Americans were willing to adhere to such stringent land use policies as their nations developed in the late 19th and early 20th centuries. For the most part, London and Kelly found that the Brazilian government is really quite sensitive to environmental issues but that they must balance these concerns with the sobering reality that their citizens need to put food on the table and must have jobs to go to. And when one stops to consider just how vast an area the is are you begin to appreciate how difficult it must be for any government agency to control what goes on there. In "The Last Forest" you will meet some of the leaders in various governmental entities who are charged with managing these complicated problems. You will also be introduced to a number of important business people who will detail the difficult issues they face in trying to make a go of it in such a vast and remote area. Then you will meet some of the ordinary folk and learn about the way they live. Some of these people live in extremely remote areas along the riverways while others struggle to survive in the congested cities. Finally, I would be remiss if I failed to mention the

indispensible map of South America that is included at the beginning of this book. I found myself referring to it again and again! When all is said and done you will definitely have a much clearer understanding of this largely misunderstood region of the world."The Last Forest" is a thoroughly engaging and highly informative book. While most of us would love to see the jungles of the remain untouched for perpetuity deep down we know this is simply not possible. The best we can hope for is that all of the interested parties in the region act responsibly and in moderation. I found "The Last Forest" to be great way to get up to speed on these fascinating and complicated issues. Highly recommended!

In a pithy, mostly engaging first-person account, the book provides an excellent synopsis of the various factors impacting ia, especially Brazil, vis-a-vis economic and social development. The discussion is often framed within the context of protection of the environment and covers a gamut of issues - from political issues to impact of cattle. By largely using a first-person narrative, the book is able to provide a broad view of the different pertinent issues, though one cannot consider its treatment of any of the topics to be comprehensive. Regardless, the book is informative, provides an excellent background on previous research, and is for the most part annotated with excellent notes. One glaring disappointment is the lack of any photographs/plates in the book that could added impact to the narrations. The concluding chapter is fairly "decaf" with no real specific solutions cited to the problems raised. Perhaps thats the point of the book - the problems raised in the book is too complex to solve using traditional approaches. The struggles of a society (and state) as it "modernizes" is highlighted in an excellent manner using the various chapters which have a "stand-alone" feel to it. That lack of tight integration among the chapters adds to the broad view the book tries to paint. A good read.

The Last Forest is a well-balanced analysis and description of the current plight of the Rainforest in Brazil. This is the second book the authors have produced on the ; their first book on the was published over twenty-five years ago, when only three percent of the forest was deforested. Currently, twenty percent of the has been deforested. Their main thesis is that the idea that the should be left alone is a fallacy, considering some ten million people live there. The book is packed with case studies of lives, cities and towns, and businesses in the , which helps one begin to grasp the political, economic, and social realities of the region, and to understand why there is no easy solution to preserving the rainforest while at the same time promoting the well-being of those who live in it. The authors do an excellent job of presenting to the reader both the international and

Brazilian views of the , which are often conflicting views. In addition, a good historical background is presented in order to help understand the region today. The book is well-written, which makes for an engaging read. This a very good introduction for anyone interested in the , and should be read by anyone who will be travelling to the region.

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