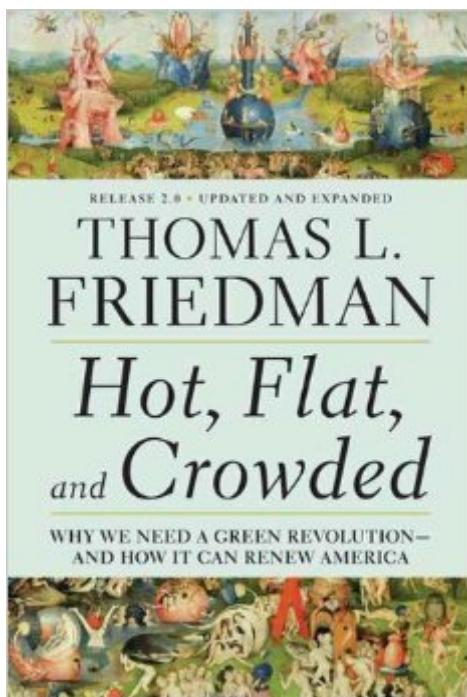


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Hot, Flat, And Crowded 2.0: Why We Need A Green Revolution--and How It Can Renew America



Synopsis

This Independence Day edition of Hot, Flat, and Crowded 2.0 includes an an exclusive preview of That Used to Be Us: How America Fell Behind in the World It Invented and How We Can Come Back, by Thomas L. Friedman and Michael Mandelbaum, on sale September 5th, 2011.A New York Times Book Review Notable Book of the Year A Washington Post Best Book of the Year A Businessweek Best Business Book of the Year A Chicago Tribune Best Book of the Year In this brilliant, essential book, Pulitzer Prize-winning author Thomas L. Friedman speaks to America's urgent need for national renewal and explains how a green revolution can bring about both a sustainable environment and a sustainable America. Friedman explains how global warming, rapidly growing populations, and the expansion of the world's middle class through globalization have produced a dangerously unstable planet--one that is "hot, flat, and crowded." In this Release 2.0 edition, he also shows how the very habits that led us to ravage the natural world led to the meltdown of the financial markets and the Great Recession. The challenge of a sustainable way of life presents the United States with an opportunity not only to rebuild its economy, but to lead the world in radically innovating toward cleaner energy. And it could inspire Americans to something we haven't seen in a long time--nation-building in America--by summoning the intelligence, creativity, and concern for the common good that are our greatest national resources. Hot, Flat, and Crowded is classic Thomas L. Friedman: fearless, incisive, forward-looking, and rich in surprising common sense about the challenge--and the promise--of the future.

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Customer Reviews

NY Times columnist Tom Friedman has written some of the more important current events books of the last twenty years. This effort is a spin-off of his (so far) magnum opus, "The World is Flat." In that book, Friedman chronicled the dizzying array of changes that technology, demographics, and the fall of communism have unleashed upon the world. The message - the world has entered a new epoch fueled by instant communication and the mammoth human resources that have been unleashed in India, Latin America, and even Africa. A clear must-read, "TWIF" is an Important Book. So it was no surprise that Friedman has cranked out a follow-up. In "Hot, Flat and Crowded," Friedman takes the same dynamics that he described in "TWIF" and examines their consequences on our polluted, energy-starved world. What will we do when literally hundreds of millions of people who previously consumed little or no energy (because they were so poor and had no infrastructure) enter the middle class work force thanks to the benefits of technology? One of the problems Friedman posed in "TWIF" is that Americans who do not fight to stay ahead will be surpassed by ambitious folks from India, China, Latin America, etc. In "HFC," Friedman posits that a Green Energy revolution is the answer - the world is going to be crying out for alternative energy resources and products that encourage smart consumption of energy. If America can take the lead in these areas, our leadership role in the world is assured. But Friedman sees problems everywhere - rightly so. Our government and economy are addicted to fossil fuels, and nobody is stepping up to take the leadership mantle. So why only three stars? Well, first thing - Friedman has never been much of a stylist.

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