

The End of Abundance 2.0

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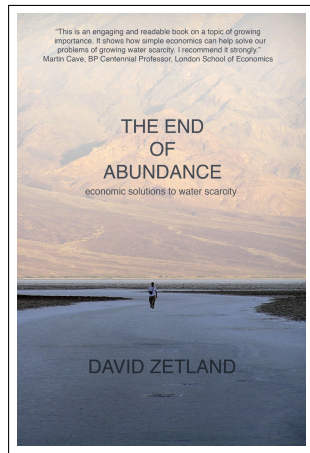
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Outline

1. The first version, from press to bestseller
2. The second version: why, who and how?
3. An overview of the book



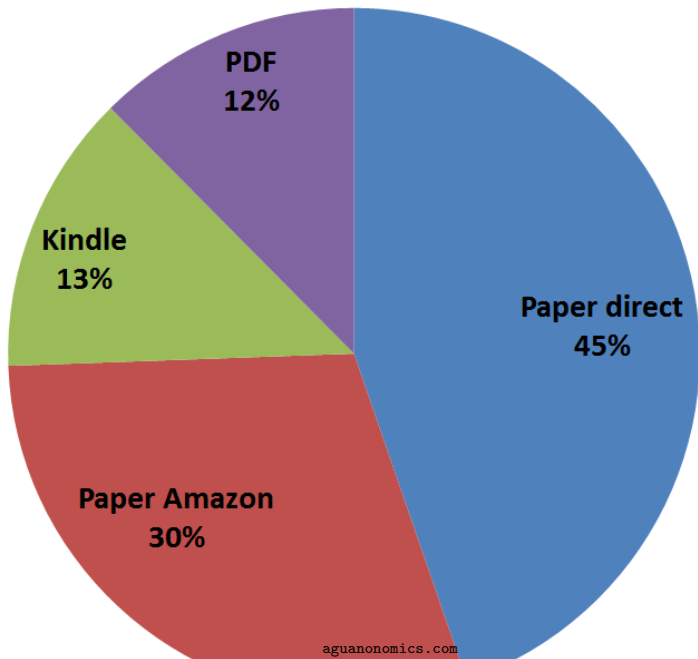
Nice blog! How about a book?

1. Someone from Princeton University Press contacted me in August 2008, asking if I wanted to write a book.
2. I had just graduated in April, had a postdoc at UC Berkeley and was blogging for four months at aguanomics.com
3. I needed a proposal and a contract. I had a proposal (the first of many) by Dec 2008.
4. After dancing around with Praeger, Stanford, and Island Press, I got a contract with UC Press on 1 Jun 2009.
5. First draft: 13 Jun 2010. Second draft: 4 Oct 2010
6. Fired UC Press on 20 Dec 2010. (tone, audience, price, delay, technology, control)
7. Third draft: 12 Apr 2011
8. TEoA on sale: 11 Jun 2011.

This is how you do it.

1. Write 2,000 blog posts on the same topic.
2. Write three drafts, tearing up 60 percent of the text each time.
3. Get 50+ people to read and comment on your draft.
4. Do your own layout, get a cover from a friend, and send to CreateSpace.
5. Get blurbs from 20+ people.
6. Market it like CRAZY.

1,700 copies in print (90% sold)



So why a second version?

- ▶ Version 1.2 is 280pp (index, endnotes, references) and \$20.
- ▶ I want MORE readers. That means shorter, clearer, cheaper.
- ▶ I'm thinking around 100 pages and \$10 (\$3 eBook).
- ▶ Outline, write, feedback, revise, publish.
- ▶ ... and more marketing!

Title: *The End of Abundance: Causes, costs and common sense solutions to water scarcity*

Thesis and chapters

Thesis: There are problems when water continues to be treated as one type of good after the end of abundance. These problems can be fixed with economics that match the good's new status, while taking local, institutional conditions into consideration.

Chapter structure: Problem, cause, cost, solution

Example: Water quality in the Netherlands has deteriorated with agricultural intensification. Surface waters have turned from non-rival, non-excludable public goods into rival, non-excludable open access goods.

Solution: Treat them as private or club goods using pollution permits or collective management, respectively.

Book structure

Prologue
The beginning of the end [[sample](#)]

Part I: Personal water choices

- 1 Water from the tap [[sample](#)]
- 2 Dirty water
- 3 The liquid lifestyle
- 4 Water for profit
- 5 Food and water
- 6 Water for power for water

Part II: Social water choices

- 7 Managers and politicians
- 8 Dams, pipes and pumps
- 9 Water and the environment
- 10 Weather and climate change
- 11 A human right to water
- 12 Water wars

Afterword: What you can do
Acknowledgements
Glossary
Notes to the text
Works cited
Index

Part 1 private/club goods

1. Economics (excludable, rival)
2. Tap water
3. Bottled water
4. Wastewater
5. Agricultural water
6. Water and energy

Part 2 social (common pool/public) goods

1. Politics (P-A, externalities)
2. Human rights
3. Infrastructure
4. Transboundary
5. Environmental water
6. Climate change