

California > Amsterdam

Travelled in 80 countries

(Water) Economist

Water is important for...

life

work

food

nature

Economics  
(efficiency)

...

maximizing value from

*scarce resources*

(like time or money or water)

Politics

(cooperation & fairness)

...

creating *social goods*

dividing *economic goods*

# Put differently...



Economics (and sometimes politics)

Politics!



(these made me hungry)

So, now we can talk about...

~~the political-economy of water~~

my book!

Self-published in 2011  
280pp, index, endnotes

Paperback for \$20  
PDF or Kindle for \$10

Sold 1,500+ copies

"This is an engaging and readable book on a topic of growing importance. It shows how simple economics can help solve our problems of growing water scarcity. I recommend it strongly."  
Martin Cave, BP Centennial Professor, London School of Economics

THE END  
OF  
ABUNDANCE

economic solutions to water scarcity

DAVID ZETLAND

# Theses:

The end of abundance means

...the end of business as usual

Water scarcity means use **economics**

Everyone will feel effects so use **politics**



# Part 1: Personal topics

e.g., economics for tap water

# Part 2: Social topics

e.g., politics for environmental water

Why write a book?

My book was *not* for academics

It was for practitioners and  
activists who needed new ideas

but wait...

Everyone needs to  
understand local water issues

So the *new* book is for you

"This is an engaging and readable book on a topic of growing importance. It shows how simple economics can help solve our problems of growing water scarcity. I recommend it strongly."  
Martin Cave, BP Centennial Professor, London School of Economics

# THE END OF ABUNDANCE

~~economic~~ solutions to water scarcity

common sense

DAVID ZETLAND

# The next book!

## 100pp

## Paperback for \$10

## PDF or Kindle for \$3

## Sell *many* copies

# Example

The price of drinking water needs to  
**cover costs & reflect scarcity**

if not...

The system **breaks & we run dry**

but wait...

What about **human rights**?

Rights are political (part 2)

Drinking water is economic (part 1)

The book *still* breaks issues into **economic** (part 1) and **political** (part 2) components, to make it easier to **understand** and **fix** problems, but...



...now it will be

better faster stronger

(I hope!)

## Part 1: Personal topics

Some basic economics

Tap water

Bottled water

Wastewater

Agricultural water

Water and energy

## Part 2: Social topics

Some basic politics

Human rights

Infrastructure (dams, canals)

Transboundary water (conflict)

Environmental water

Climate change

# The Plan

1. Write draft by 15 Jun
2. Get **comments from readers**
3. Revise
4. Publish by 1 Sep?

Thanks!

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