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)

(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
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 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!)
<table>
<thead>
<tr>
<th>Part 1: Personal topics</th>
<th>Part 2: Social topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some basic economics</td>
<td>Some basic politics</td>
</tr>
<tr>
<td>Tap water</td>
<td>Human rights</td>
</tr>
<tr>
<td>Bottled water</td>
<td>Infrastructure (dams, canals)</td>
</tr>
<tr>
<td>Wastewater</td>
<td>Transboundary water (conflict)</td>
</tr>
<tr>
<td>Agricultural water</td>
<td>Environmental water</td>
</tr>
<tr>
<td>Water and energy</td>
<td>Climate change</td>
</tr>
</tbody>
</table>
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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