

Believing Cassandra: How To Be An Optimist In A Pessimist's World - Alan Atkisson

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A bestseller on Amazon within months of its first release, Alan Atkisson's debut book quickly became a modern classic of sustainability literature. Global companies, grassroots groups, university courses, government agencies, and even the US Army ordered it by the box. Now fully revised and updated, *Believing Cassandra: How to be an Optimist in a Pessimist's World* is even more relevant, fresh, and motivating than when it first appeared in 1999. In a style that's refreshingly candid and vivid, with unforgettable personal anecdotes, Atkisson provides us with a bridge over the sea of despair, and shows us how to catch the wave to an enticing, sustainable future. He empowers the reader to join the pioneers who created the ideas, techniques and practices of sustainable living - the people who prove Cassandra's warnings wrong, by believing in them, and taking strategic action. Author: Atkisson, Alan Publisher: Routledge Illustration: N Language: ENG Title: *Believing Cassandra: How to be an Optimist in a Pessimist's World* Pages: 00240 (Encrypted PDF) On Sale: 2012-07-26 SKU-13/ISBN: 9781849711722 Category: Business & Economics : Development - Sustainable Development

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