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175 Fifth Avenue  
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An Imprint of  
Henry Holt and  
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"Challenging prevailing wisdom that the goal of economics should be unlimited growth, McKibben argues that the world doesn't have enough natural resources to sustain endless economic expansion . . . McKibben's proposal for new, less growth-centered ways of thinking about economics are intriguing, and offer hope that change is possible."

—*Publishers Weekly*, starred review

"For too long, [McKibben] observes, we have believed that *more* equals *better* . . . Instead, he ably argues, growth has increased inequality and decreased human happiness . . . Reporting from around the world he offers examples from China, Bangladesh, India, Central America and elsewhere . . . His own stories are the gold in the alluvial gravel of all of his work."

—*Kirkus Reviews*

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# DEEP ECONOMY

*The Wealth of Communities and the Durable Future*

by Bill McKibben

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**DEEP ECONOMY: The Wealth of Communities and the Durable Future** (Times Books/an imprint of Henry Holt and Company; March 6, 2007) is a powerful and provocative manifesto in which Bill McKibben offers the greatest challenge in a generation to the prevailing view of our economy. For the first time in human history, he observes, "more" is no longer synonymous with "better"—indeed, for many of us, they have become almost opposites. McKibben puts forward a new way to think about the things we buy, the food we eat, the energy we use, and the money that pays for it all. Our purchases, he says, need not be at odds with the things we truly value.

McKibben's animating idea is that we need to move beyond "growth" as the paramount economic ideal and pursue prosperity in a more local direction, with cities, suburbs, and regions producing more of their own food, generating more of their own energy, and even creating more of their own culture and entertainment. He shows this concept blossoming around the world with striking results, from the burgeoning economies of India and China to the more mature societies of Europe and New England. For

those who worry about environmental threats, he offers a route out of the worst of those problems; for those who wonder if there isn't something more to life than buying, he provides the insight to think about one's life both as an individual and as a member of a larger community.

As McKibben sees it, three fundamental challenges to the fixation on growth have emerged. First, we are producing more inequality than prosperity, more insecurity than progress. Second, we do not have the energy needed to keep producing more at our current rate. And third, growth is no longer making us happy. The title of **DEEP ECONOMY** is drawn from "deep ecology," a term coined a generation ago by environmentalists who advocated for more attention to be paid to the choices that we make in our daily lives, rather than coming up with another set of laws as Band-Aids against environmental damage. Now, as we address economic issues as they relate to our environment and community, McKibben urges a similar shift in our thinking. He offers a realistic, if challenging, scenario for a hopeful future. As he so eloquently shows, the more we nurture the essential humanity of our economy, the more we will recapture our own.

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**ISBN10: 0-8050-7623-3; ISBN13: 978-0-8050-7626-4**

**March 6, 2007; \$25.00**

***For more information about Bill McKibben and his books, please visit***  
**[www.billmckibben.com](http://www.billmckibben.com)**