## Contents

*Acknowledgments*  

g xiii

**Introduction: Another Chance**  
*Bob Olson and David Rejeski*

**PART I:**  
**The Goal: A Transition to Sustainability**

1. **Creating a Sustainable Future: Are We Running out of Time?**  
*James Gustave Speth*  

2. **An Eco-Economy in Harmony with Nature**  
*Lester Brown*  

3. **A New Age of Resource Productivity**  
*Amory B. Lovins and L. Hunter Lovins*  

**PART II:**  
**New Technologies**

4. **Environmental Implications of Emerging Nanotechnologies**  
*Mark R. Wiesner and Vicki L. Colvin*  

5. **Ecological Computing**  
*Feng Zhao and John Seely Brown*  

6. **Genetics and the Future of Environmental Policy**  
*Gary E. Marchant*
CONTENTS

7. The Future of Manufacturing: The Implications of Global Production for Environmental Policy and Activism
   Timothy J. Sturgeon
   71

8. Engineering the Earth
   Brad Allenby
   80

PART III:
New Governance

9. A Long Look Ahead: NGOs, Networks, and Future Social Evolution
   David Ronfeldt
   89

10. Environmental Leadership in Government
    Joanne B. Ciulla
    99

11. Time Matters
    Stewart Brand
    108

12. The Guardian Reborn: A New Government Role in Environmental Protection
    William McDonough and Michael Braungart
    115

13. Advancing Corporate Sustainability: A Critical New Role for Government
    David V. J. Bell
    123

14. Government in the Chrysalis Economy
    John Elkington
    133

15. Is Free Trade Too Costly?
    Denis Hayes
    143

16. Greening the Global Financial System
    Hazel Henderson
    151