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In Turkey, TEMA—the leading environmental NGO,

which coordinates a national tree planting program—has published my books for many years.

In South Korea, Yul Choi, founder of the Korean Federation for Environmental Movement and now head of the Korea Green Foundation, has published my books and oversees their launching through Doyosae Books Co.

Most remarkable are the individuals who step forward out of seemingly nowhere to publish and promote our books. For instance, Lars and Doris Almström have now translated and published three editions in the *Plan B* series in Sweden. David Biro, a school teacher, has translated the same editions into Hungarian. Boksmia has produced two Norwegian editions, while Paper Tiger has produced three Bulgarian editions.

Pierre-Yves Longaretti and Philippe Vieille in France translated *Plan B 2.0* and then engaged publishing giant Calman-Lévy. For *World on the Edge*, they worked with publisher Rue de l'Échiquier.

In Brazil, Edoardo Rivetti teamed up with Ricardo Voltolini and Bradesco Bank to publish *Plan B 4.0* in record time. He has since also published *World on the Edge*.

The Spanish editions of the *Plan B* series have been spearheaded by Gilberto Rincon of the Centre of Studies for Sustainable Development in Colombia.

New publishers include Poduzetništvo Jakić doing a Croatian edition of *Plan B 4.0* and, for *World on the Edge*, Maurits Groen MGMC producing the Dutch edition, Chroniko producing the Greek edition, and Hanh Lien doing a Vietnamese translation.

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And thanks to you, our readers. In the end, the success of this book depends on you and your active involvement in reaching its goals.

Lester R. Brown

About the Author

Lester R. Brown is President of Earth Policy Institute, a nonprofit, interdisciplinary research organization based in Washington, D.C., which he founded in May 2001. The purpose of the Earth Policy Institute is to provide a plan for sustaining civilization and a roadmap of how to get from here to there.

Brown has been described as “one of the world’s most influential thinkers” by the *Washington Post*. The *Telegraph of Calcutta* called him “the guru of the environmental movement.” In 1986, the Library of Congress requested his papers for its archives.

Some 30 years ago, Brown helped pioneer the concept of environmentally sustainable development, a concept embodied in Plan B. He was the Founder and President of the Worldwatch Institute during its first 26 years. During a career that started with tomato farming, Brown has authored or coauthored many books and been awarded 25 honorary degrees. With books in more than 40 languages, he is one of the world’s most widely published authors.

Brown is a MacArthur Fellow and the recipient of countless prizes and awards, including the 1987 United Nations Envi-

ronment Prize, the 1989 World Wide Fund for Nature Gold Medal, and Japan's 1994 Blue Planet Prize for his "exceptional contributions to solving global environmental problems." More recently he was awarded the Presidential Medal of Italy, the Borgström Prize by the Royal Swedish Academy of Agriculture and Forestry, and the Charles A. and Anne Morrow Lindbergh award. He has been appointed to three honorary professorships in China, including one at the Chinese Academy of Sciences. He lives in Washington, D.C.

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