



Environmental Entrepreneurship

Markets Meet the Environment in Unexpected Places

Laura E. Huggins, Director of Corporate Partnerships, American Prairie Reserve and CEO, Wild Sky, US

In this innovative book, Laura E. Huggins finds path breaking entrepreneurial solutions to difficult environmental challenges in some of the world's poorest areas.

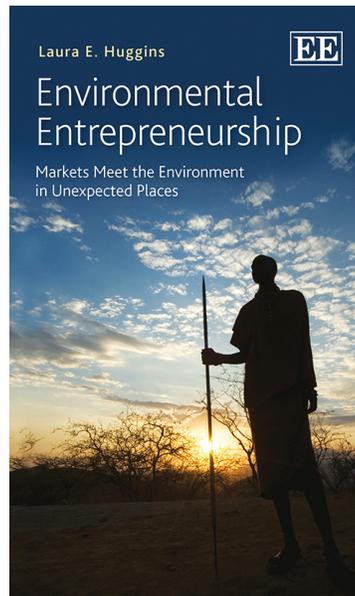
The approaches entrepreneurs are taking to these challenges involve establishing property rights and encouraging market exchange. From beehives to barbed wire, these tools are creating positive incentives and promoting both economic development and environmental improvements. The case studies are from the developing world and reveal where the biggest victories for less poverty and more conservation can be won. The pursuit begins by learning from local people solving local problems.

'Presenting five case studies in developing countries and in the US, [the book] reveals how entrepreneurs are finding innovative solutions in order to improve local economies and environmental quality. Laura Huggins' book is well written and well researched, drawing on a significant variety of sources. This book will be valuable to scholars, students, policymakers, activists and citizens in general, and provides excellent insights for those involved in public policy, community development and economic development in the context of sustainability.'

– Mariza Almeida, Science & Public Policy

'An impressive work of original scholarship (Laura E. Huggins is a Research Fellow at PERC and the Hoover Institutions at Stanford University), Environmental Entrepreneurship: Markets Meet the Environment in Unexpected Places is deftly written and will prove of immense interest to both entrepreneurs and corporate executives, as well as environmentalists and conservationists. . . It is important and very strongly recommended for academic library reference collections.'

– Midwest Book Review



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