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The Wind at Our Backs

How to Take Action (at last!) and Save the Planet

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The end of the world isn't the end of the world!

Environmental communications specialist Thierry Libaert believes we've been fighting the wrong fight. All the environmentally-minded talk directed "against" things – be it nuclear energy, GMOs, pesticides, BPAs, CO₂ – misses the point. What we need to overcome our inertia is to rethink the discourse of raising awareness in its entirety, linking issues of climate and the environment to our daily lives. A new story with the power to alter our mental picture and reinvigorate our imaginations. This book proposes a number of possible directions. It's up to us to pick one and set a new course with the wind at our backs.
