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Hot, Flat, And Crowded: Why We Need A Green Revolution - And How It Can Renew America



THOMAS L.
FRIEDMAN
*Hot, Flat,
and Crowded*



Synopsis

Thomas L. Friedman's number-one best seller *The World Is Flat* has helped millions of listeners to see globalization in a new way. Now Friedman brings a fresh outlook to the crises of destabilizing climate change and rising competition for energy - both of which could poison our world if we do not act quickly and collectively. His argument speaks to all of us who are concerned about the state of America in the global future. Friedman proposes that an ambitious national strategy - which he calls "Geo-Greenism" - is not only what we need to save the planet from overheating; it is what we need to make America healthier, richer, more innovative, more productive, and more secure. As in *The World Is Flat*, he explains a new era - the Energy-Climate era - through an illuminating account of recent events. He shows how 9/11, Hurricane Katrina, and the flattening of the world by the Internet (which brought three billion new consumers onto the world stage) have combined to bring climate and energy issues to Main Street. But they have not gone very far down Main Street; the much-touted "green revolution" has hardly begun. With all that in mind, Friedman sets out the clean-technology breakthroughs we, and the world, will need; he shows that the ET (Energy Technology) revolution will be both transformative and disruptive, and he explains why America must lead this revolution - with the first Green President and a Green New Deal, spurred by the Greenest Generation. *Hot, Flat, and Crowded* is classic Thomas L. Friedman - fearless, incisive, forward-looking, and rich in surprising common sense about the world we live in today.

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Customer Reviews

NY Times columnist Tom Friedman has written some of the more important current events books of the last twenty years. This effort is a spin-off of his (so far) magnum opus, "The World is Flat." In that book, Friedman chronicled the dizzying array of changes that technology, demographics, and the fall of communism have unleashed upon the world. The message - the world has entered a new epoch fueled by instant communication and the mammoth human resources that have been unleashed in India, Latin America, and even Africa. A clear must-read, "TWIF" is an Important Book. So it was no surprise that Friedman has cranked out a follow-up. In "Hot, Flat and Crowded," Friedman takes the same dynamics that he described in "TWIF" and examines their consequences on our polluted, energy-starved world. What will we do when literally hundreds of millions of people who previously consumed little or no energy (because they were so poor and had no infrastructure) enter the middle class work force thanks to the benefits of technology? One of the problems Friedman posed in "TWIF" is that Americans who do not fight to stay ahead will be surpassed by ambitious folks from India, China, Latin America, etc. In "HFC," Friedman posits that a Green Energy revolution is the answer - the world is going to be crying out for alternative energy resources and products that encourage smart consumption of energy. If America can take the lead in these areas, our leadership role in the world is assured. But Friedman sees problems everywhere - rightly so. Our government and economy are addicted to fossil fuels, and nobody is stepping up to take the leadership mantle. So why only three stars? Well, first thing - Friedman has never been much of a stylist.

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