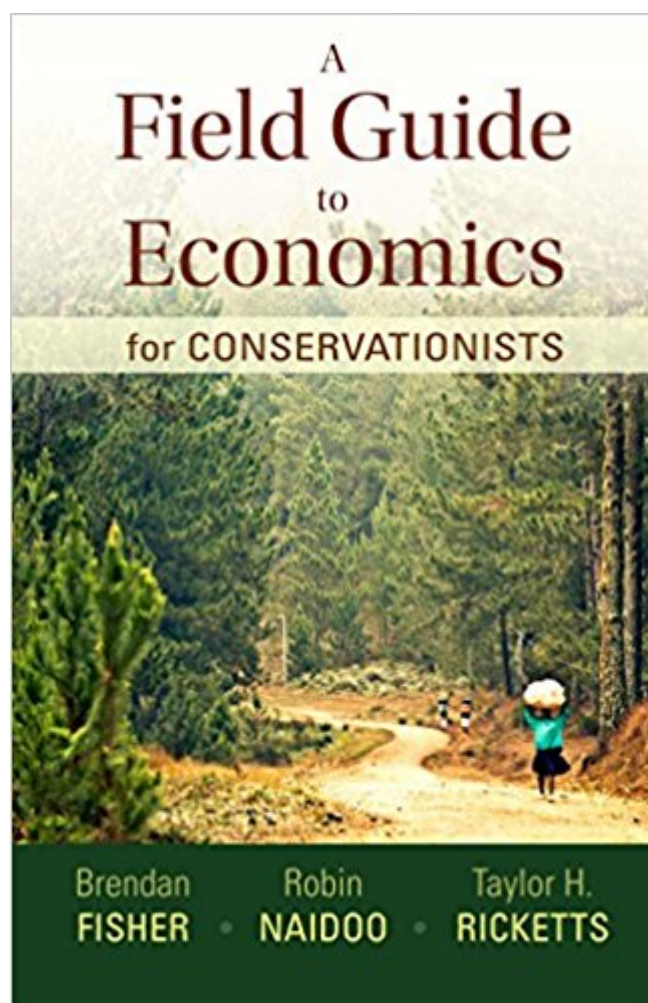


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# A Field Guide To Economics For Conservationists



## Synopsis

Why do conservationists need a field guide to economics on their shelves alongside the well-loved bird and plant guides? Two reasons, really. First, the economic decisions people make every day are at the core of the world's conservation issues: climate change, land deforestation, tiger poaching, vulture declines in Asia, and countless others. Second, and more importantly, an understanding of the economic forces behind these decisions can help conservationists safeguard biodiversity in a more sophisticated and effective way. The authors use simple illustrations, examples from around the world, and readable (occasionally irreverent) prose to describe the central economic principles that are relevant to conservation. They assume no previous economic training. The book should prove an excellent resource for both teachers and students in conservation and ecology classes at the undergraduate and graduate levels, as well as for working scientists and others interested in learning more about conservation and economics.

## Book Information

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## Customer Reviews

Clear, informative and hilarious. This is a must-read for anyone in conservation who knows they need to overcome their fear of economics. — Andrew Balmford, University of Cambridge  
Conservationists definitely need to understand economics, now more than ever. I cannot think of a better team than Fisher, Naidoo and Ricketts to provide the necessary background and insights. — Georgina Mace, University College London  
This excellent and highly accessible book shows why economics is vital to understanding both the

causes and potential solutions to the ongoing loss of wild nature. It is also the only economics textbook to ever (intentionally) make me laugh!

— Ian Bateman, University of East Anglia

Why do conservationists need a field guide to economics on their shelves alongside the well-loved bird and plant guides? Two reasons, really. First, the economic decisions people make every day are at the core of the world's conservation issues: climate change, land deforestation, tiger poaching, vulture declines in Asia, and countless others. Second, and more importantly, an understanding of the economic forces behind these decisions can help conservationists safeguard biodiversity in a more sophisticated and effective way. The authors use simple illustrations, examples from around the world, and readable (occasionally irreverent) prose to describe the central economic principles that are relevant to conservation. They assume no previous economic training. The book should prove an excellent resource for both teachers and students in conservation and ecology classes at the undergraduate and graduate levels, as well as for working scientists and others interested in learning more about conservation and economics.

This book is not only full of great, clearly presented information that ecologists and conservation biologists (such as myself) can use to increase the impact of our work... but will also make you laugh out loud while reading and learning. I would highly recommend this book to anyone interested in using economic tools to translate natural sciences research into real-world metrics that matter to regular people, society and policy makers... or to just understand the burgeoning field of environmental economics better. Plus, the authors are poor starving academics who could probably use the extra cash- after all, they studied economics in grad school but then didn't go into the corporate world- so a purchase is just helping them make up some of that lost opportunity cost.

Very concise and well-written field guide for introductory education in ecological economics.

I just finished reading this book and am about to buy another copy. I just cannot decide who to give it to: my brother, who is a climate and development specialist working in Peru, or my conservation science grad student, who needs to read it before she settles on her dissertation topic. I was already sold on Fisher and colleagues' core message - economics is a critical element of conservation science and solutions. I have a half dozen outstanding economics texts on my bookshelf. Many were highly recommended by my economics colleagues, and yet most of them, I've only thumbed through. I didn't know if this one would be any different. Well, it is. I read this book cover to cover in

well less than a week. And that's a week of 5 to 15 min reading spurts, in between other work and home tasks. In fact, I read almost as quickly as the last junky novel I picked up (whose title I will not reveal). The authors, as they promise in the early pages, are irreverent, informative, and full of thoughtful advice, drawn from their own impressive careers in conservation. Buy it now - you won't regret it! In fact, you'll wish you'd bought two copies to begin with, as I now do...

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