Living Better—Using Less

In this pioneering book noted author and educator David A. Bainbridge lays the groundwork for rebuilding a stronger, more prosperous and more sustainable economy. Starting with a clear examination of the roots of the complex interrelated crises of financial collapse, environmental failure and cultural decline we are now facing, he builds the case for a new economy that is strong and vibrant, based on improved accounting, reporting, and transparency.

There is no need to “freeze in the dark” to reduce environmental impacts 70% or more. But there is a need to carefully account for all costs, to provide clear and accurate information, and to ensure that investments are sound and based on true value, not speculation. Counting the true costs will lead to better products and services, healthier food, better buildings and more livable communities.

Every parent with children should read this book and take action.

Dr. Bill Roley

Ecologists have been too reluctant to deal with economics, but the two are interlinked and inseparable. This book provides a lucid introduction for ecological and environmental scientists who see the need to change to build a sustainable future.

Dr. Ross Virginia
Myers Family Professor of Environmental Science
Dartmouth College

This book should be required reading for all architecture and planning students!

Ken Haggard, Principal
San Luis Obispo Sustainability Group

True cost accounting and sustainability reporting are critical steps for a livable future. This book is the best resource available for business management programs and for those interested in minimizing operational risks by acting responsibly to preserve precious resources—both human and environmental.

Nancy Mancilla, CIO
ISOS Group

Natural heating and cooling improve comfort and security.
Natural lighting improves student health and learning.

Rebuilding the American Economy