

‘Tim Jackson provides a convincing case as to why conventional economic growth has not and cannot deliver prosperity. By showing why this is the case, we have the tools to start to build an economy based on sustainable development.’

**Jan Bebbington, Professor of Accounting and Sustainable Development,
University of St Andrews**

‘This might well become as important for sustainable development as the Brundtland Report.’

Paul-Marie Boulanger, Director of IDD

‘Tim Jackson’s book simply resets the agenda for Western society. It is both radical and timely. The choice is clear – either remake capitalism as he suggests or deal with the consequences of our old ways.’

**Bernie Bulkin, SDC commissioner for Climate Change, Energy and Transport,
former Chief Scientist of BP**

‘A vital, much-needed, and timely work that deserves to be widely read, this is more than a brilliant treatise on the difficulties of developing a truly sustainable economy. It is also an important contribution to the increasingly urgent debate over the nature of the good life and the good society.’

Professor Colin Campbell, Emeritus Professor of Sociology, University of York

‘Economic growth is both unsustainable on a finite planet and undesirable in its failure to continue to improve real welfare. What we need is true prosperity without growth. Why we must have this and how it can be achieved are compellingly explained in this essential work. It is not sacrifice to adopt the measures advocated. It is a sacrifice of our current and future well-being not to.’

**Dr Robert Costanza, Gordon and Lulie Gund Professor of Ecological Economics and
Director, Gund Institute for Ecological Economics, University of Vermont**

‘Provokes official thought on the unthinkable. No small accomplishment! I hope this gets the serious attention it deserves.’

**Professor Herman E. Daly, author of *Steady-State Economics* and recipient of the
Honorary Right Livelihood Award (Sweden’s alternative to the Nobel Prize)**

‘What makes it unthinkable to stop growth even though it is killing us? Tim Jackson boldly confronts the structural Catch-22 that drives this madness and proposes in this lucid, persuasive, and blessedly readable book how we might begin to get off the fast track to self-destruction. Don’t miss it!’

**Dianne Dumanoski, author of *The End of the Long Summer* and co-author of
*Our Stolen Future***

'A must-read for anyone concerned with issues of climate change and sustainability – bold, original and comprehensive. We have to define prosperity and welfare differently from the past and separate them from economic growth measured as GDP: this work shows how we should set about the task.'

Professor Lord Anthony Giddens, London School of Economics

'Tim Jackson refutes doctrinaire economist's reckless mantra that growth is the panacea. *Prosperity without Growth's* hugely encouraging and thrilling theme is that humanity can prosper without growth. In fact there is no other way left to us. We have so overfilled our finite planet that the sources of our raw materials and the sinks for our wastes are both damaged. Jackson's clear and practical vision leads the burgeoning De-Growth movement with Jonathon Porritt, Peter Victor, Herman Daly and Roefie Huetting, all in 2009.'

Dr Robert Goodland, former Environmental and Social Adviser to the World Bank Group, winner of International Union for Conservation of Nature's Coolidge Medal of Honor, 2008

'Tim Jackson cuts through the official cant and wishful thinking to tell us what we have refused to admit – we cannot preserve a habitable planet and pursue endless economic growth at the same time. In an era when all ideologies have failed, this book lays out the basis for the only viable political philosophy for the 21st century.'

Clive Hamilton, author of *Growth Fetish* and Professor of Public Ethics, Centre for Applied Philosophy and Public Ethics, Australia

'Zero growth is not only necessary, it is inevitable and will supersede Selfish Capitalism. In this brilliant analysis, Tim Jackson has laid bare a system in crisis and has lit the way forward.'

Oliver James, author of *Affluenza*

'If you want to understand why current growth centric economics is not fit for purpose then read this book. This is the clearest and most important contribution to proving it's time to rethink growth economics in order to live the low carbon, poverty free and one planet life we all need and want.'

Alan Knight, founder of Singleplanetliving

'Endless growth on a finite planet, or endless misery-spreading recession – both represent impossible futures. Here are some very powerful steps towards a possible, indeed a very hopeful, alternate outcome!'

Bill McKibben, author of *Deep Economy*

'We were delighted when Professor Jackson spoke at our July Meeting at Lloyds Banking HQ in London. He endorsed the feelings of many in the BCSD-UK that business as usual is not an option. His clear and concise challenge of what is considered convention is timely and highly appropriate.'

David Middleton, CEO, Business Council for Sustainable Development UK

'*Prosperity without Growth* says it all: informatively, clearly, inspiringly, critically and constructively, starting from the very troubled, unsustainable and unsatisfying economy we have today and providing a robust combination of suggestions for going toward a sustainable economy and fulfilling lives.'

Richard Norgaard, University of California, Berkeley

'Rising consumption may not be sustainable, due to climate change, energy shortfalls, and to social and psychological harms. In this compelling argument, Tim Jackson shows how urgent it is to think of what might replace it, and what to aim for.'

Avner Offer, Professor of Economic History at Oxford, author of *Challenge of Affluence*

'Stimulating and timely. This is the best attempt I've seen to build a trans-disciplinary critique of economic growth, with prescriptions based in economic theory.'

Ronan Palmer, Chief Economist, The Environment Agency

'Tim Jackson's book is a powerful intellectual challenge to an economic orthodoxy out of touch with the real world of physical limits, global warming and peaking oil reserves. It is refreshingly rigorous, honest and hopeful.'

Ann Pettifor, fellow of the new economics foundation and co-author of the *Green New Deal*

'The idea that today's model of consumption-driven economic growth will secure sustainable, equitable and decent lives for 9 billion people between now and 2050 is literally laughable. We've pretty much screwed the planet doing it that way for just the first billion. The refusal of all the major parties even to acknowledge this incontrovertible reality, let alone explore its implications, is disgraceful. *Prosperity Without Growth* is the first book in a long time to go after the complacency and dishonesty that lies at the heart of contemporary politics, and provides in the process a brilliant and compelling account of the crucial importance of the growth debate.'

Jonathon Porritt, former chair of the UK Sustainable Development Commission

'With the twin crises of ecology and economics now painfully apparent, the work of Tim Jackson and his Commission has become indispensable. The cutting edge research and far-reaching vision Jackson presents has already begun to re-define the debate about how to achieve a future of human and planetary well-being. A must-read.'

Juliet Schor, author of *The New Economics of True Wealth* (forthcoming 2010), and Professor of Sociology, Boston College

'When it comes to resolving the tension between the environment and the economy the watchword should be "less is more". If you want to find out how we could all be healthier, wealthier and a lot wiser you should read this book.'

Molly Scott Cato, Reader in Green Economics, Cardiff School of Management and Economics Speaker for the Green Party

‘This is the best account of the financial crisis and the state of society I have read in a long time. It is honest about the state we are in but is not despairing. It outlines how we can reshape the world so that we live in a sustainable, fairer and better way. And the beauty is that the change that is needed will make us happier.’

Clare Short, MP

‘In the teeth of the economic crisis, Tim Jackson has written the most important book that could possibly be written now. Economic growth may be the world’s secular religion, but as Jackson eloquently describes, it is a god that is failing today – underperforming for most of the world’s people and, for those of us in affluent societies, creating more problems than it is solving. It destroys the environment, fuels a ruthless international search for energy and other resources, and rests on a manufactured consumerism that is not meeting the deepest human needs. Jackson therefore calls upon us not just to restore the economy but to reinvent it, and to realize a true prosperity beyond growth. In this path-breaking book, Jackson offers a bold agenda for system change.’

James Gustave Speth, author of *The Bridge at the Edge of the World: Capitalism, the Environment, and Crossing from Crisis to Sustainability*

‘We live in a finite world but with infinite demands. Human wants, political convenience and intellectual inertia trump planetary limits. Tim Jackson makes headway in setting signposts towards a more sustainable future. Will we have the courage to take the less trodden path? And if not now, when?’

Camilla Toulmin, Director of the International Institute for Environment & Development (IIED)

‘This is one of the most brilliant analyses I’ve seen. It is a thoughtful and action-oriented masterpiece, with an eye open to how to overcome resistance to the task ahead.’

Arnold Tukker, Netherlands Organisation for Applied Scientific Research

‘Can we achieve prosperity without growth, or even do we need to? This is one of the fundamental questions of our time. Tim Jackson’s book clearly demonstrates how our passion for consumption drives unsustainable results and it opens up the potential for a new model of consumerism that delivers a more sustainable world.’

Chris Tuppen, Chief Sustainability Officer, BT