



HarperOne

Carton Qty: 64

Selling Territory: USCOM  
50,000

On Sale: 9/29/2009

ENVIRONMENTALISM

pb 9780061650765

\$14.99 (\$18.99 CAN)

272 pages; 5 5/16 x 8

## The Green Collar Economy

How One Solution Can Fix Our Two Biggest Problems

Van Jones

In this *New York Times* bestseller, the award-winning human rights activist and environmental leader delivers a much-needed economic and environmental solution to today's two most critical problems--with a revised introduction and afterword from the author

Award-winning activist Van Jones gives voice to a different kind of environmentalism, one deeply rooted in the lives and struggles of ordinary people. First, Jones explains why the current eco-elite top-down approach to the environmental crisis of tree-hugging radicals and rich whole-foods shoppers won't create the change necessary to solve the ecological crisis on a global scale.

Next, Jones lays out a plan for a national commitment to job training, employment, and entrepreneurial opportunities in the emerging green economy, through which we can slow global warming and lift-up the nation's struggling working class. By putting youth to work installing tens of millions of solar panels, building wind and wave farms, weatherizing the nation's homes, and creating countless community gardens, we can start to heal the nation's racial and class wounds and create a vital and green U.S. economy. Provocative and inspirational, *The Green Collar Economy* is not a dire warning but rather a positive, solution-oriented call to environmental action.

### Marketing Campaign

- National Print and Broadcast Media Campaign
- National Television interviews
- National Radio Interviews
- Online Promotion
- Official Websites: [www.vanjones.net](http://www.vanjones.net) and [www.greenforall.org](http://www.greenforall.org)

### Author Bio

Van Jones is the founder and president of Green For All. As an advocate for the toughest urban constituencies and causes, Jones has won many honors, including the 1998 Reebok International Human Rights Award, the international Ashoka Fellowship, selection as a World Economic Forum "Young Global Leader," and the Rockefeller Foundation "Next Generation Leadership" Fellowship. Jones worked successfully with Congress to pass the Green Jobs Act of 2007. That path-breaking, historic legislation authorized \$125 million in funding to train 35,000 people a year in "green-collar jobs." A 1993 Yale Law graduate, Jones is also a husband and father.