



Global Green Shift

When Ceres Meets Gaia

By John A. Mathews

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An in-depth explanation of the issues facing humanity and the evolving solutions

‘John Mathews is one of the foremost political economists examining, perhaps, the central question of our time, whether, we, as a species, can devise responses to global climate change. In this book, he argues that new green technologies are already available to allow us to begin manufacturing energy and thus overcome our addiction to fossil fuels – and he argues that it is China that is leading the way in the transition.’ –Martin Kenney, Professor, Community and Regional Development, University of California, USA

‘Asian countries are removing limits to their economic growth, using intelligence and manufacturing skills to let renewable energy replace polluting energy from finite sources. Clearly describing this revolution, Mathews helps readers in the other parts of the world understand how competitiveness for the future is now being created.’ –Tomas Kåberger, Professor, Energy Area of Advance, Chalmers University of Technology, Sweden

‘In this sweeping global analysis of environmental challenges, Mathews wed Schumpeterian and renewable energy insights to draw the bold conclusion that China and India have embarked on a course to lead the world toward sustainable solutions. The book documents China’s ecomodernization strategy, placing it in the vanguard of clean and renewable power.’ –Mark Selden, Professor Emeritus of Sociology, State University of New York at Binghamton, USA, and editor, The Asia-Pacific Journal

The greening of industry is described as a global process driven not so much by Western countries concerned with climate change as by China, India and other industrializing countries responding to economic imperatives as they scale up their industrial systems. This is described as economics meeting ecology, or Ceres meeting Gaia.

About the Author(s) / Editor(s)

John A. Mathews is a management strategy scholar who has influenced global policies on the greening of industry.

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