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-- All is Not Lost -- Realism's Ugly Head -- The Greatest Lesson Learned -- Chapter 5 Troubling Tangents -- How Tangents Can Take Over -- The Other Audit -- The Management Challenge -- The Ties That Bind -- Chapter 6 Sustaining Sustainability -- Picking Up the Pieces -- Case Study: Candlestick Park -- COP 21 -- The Cornerstone of Sustainability -- Chapter 7 It Only Takes Money -- Side Benefits that Make Cents -- Selling the Benefits -- The Emerging Esco Industry -- Financial Models -- Moving up the Value Chain -- The Esco Appeal -- The Water Fit -- Chapter 8 Energy and Politics -- Washington at Work -- How Do We Influence Them? -- Doing Your Homework -- Just Getting Started -- International Relations -- Chapter 9 Fed Up: Life Inside Doe -- The Offer -- Gaining a Working Knowledge -- Peddling Influence -- Cutting Teeth -- The Agencies and Congress -- Inside the Beltway -- The Time is Now -- Chapter 10 Water 101 -- A Little Hydrogen -- A Little Oxygen -- A Question for the Ages -- The Faucet -- Shades of Grey -- Blackwater -- Treatment. Water as a Solvent -- Clean Water -- Mysterious Water -- Say Goodbye -- Chapter 11 Troubled Waters -- A Stream of Thought -- Appreciation Time -- The Demand for Water -- Energy and Water -- Friend and Foe -- The Never Ending Need -- Going from Need to Demand -- Case Study: Australia -- Case Study: California -- The "Yuck" Factor -- Too Much of a Not-so-good Thing -- Getting Along with Less -- Command and Control -- Ce Cero Dormivo -- Water in Our Future -- Chapter 12 On the Waterfront -- Planning Our Future -- Water Experts -- Denial -- Good Business -- Communications -- Measurement -- Marketing -- Water Audit -- Technology -- Fit To Purpose -- Water "Alternatives" -- Sustainability -- Pricing -- Creating the Plan -- Water and Politics -- Case Study: Israel -- Case Study: Las Vegas -- Planting Grass -- Case Study: Italy -- Atlanta: Not a Case Study -- Final Thoughts -- Appendices -- Appendix A -- Appendix B -- References -- Specific References by Chapter -- General References -- Index.

Sommario/riassunto

A water crisis on our immediate horizon is destined to hurt, even kill, millions of children, and the window of opportunity to do something about it is rapidly closing. There is, however, a glimmer of hope that could turn into rays of sunshine. Water is a commodity, and we have just come through some painful times dealing with the shortage of another commodity--energy. For those who lived through the "energy crisis," this book offers a brief trip down memory lane.
