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Nota di contenuto	Intro -- Table of Contents -- Introductory Overview -- Census Data Shed Light On US Water And Wastewater Costs -- Water Is Cheap-Ridiculously Cheap! -- The Value of Water: What It Means, Why It's Important, and How Water Utility Managers Can Use It -- No Doubt About Climate Change and Its Implications for Water Suppliers -- Ten Primary Trends and Their Implications for Water Utilities -- How Big Is The "Water Business"? -- The Less Glamorous Side of the Water Industry. . . Where Most of the Dollars Will Be Spent -- Strategic Planning in the Water Industry: Making it a Truly Useful Process -- Preserving Sustainable Water Supplies for Future Generations -- Meeting Customer Expectations in a Fluid Utility Environment -- Population Growth and Climate Change Will Post Tough Challenges for Water Utilities -- Drinking Water Contaminant Regulation-Where Are We Heading? -- The Regulatory Horizon: Implications for Water Utilities -- The Infrastructure Crisis -- Workforce Development and Knowledge Management in Water Utilities -- 2005 Update on Water Industry Consolidation Trends -- The Consolidation Continues, With GE Leading the Pack -- Economies of Scale in Community Water Systems -- Envisioning the Future Water Utility -- The Growing Role of Private Equity in the Water Industry -- Aquatic Ecosystem Protection and Drinking Water Utilities -- Wastewater Is Water Too -- Supply from the

Sea: Exploring Ocean Desalination -- The Challenges of New Technology Development in the Water Industry -- Factors for Success in New Technology Development -- Technology Trends and Their Implications for Water Utilities -- Sources of Financing for Your Water Technology Business -- Assessment and Renewal of Water Distribution Systems -- The Paradox of Water Dollars: Connecting the Supply of Funds With Investment Demand.
How Healthy Are Your Utility's Financial Fundamentals? -- Implementing an Integrated Water Supply Program in a Water-Scarce Environment -- State of the Industry Report 2006: An Eye to the Future -- Water: Resource or Commodity?.

Sommario/riassunto

Drinking water utilities in the United States and around the world are facing significant challenges, such as serious water shortages, worn-out pipelines, population growth, and pollution of rivers, lakes, and groundwater. At the same time, the world water market presents important business opportunities, especially in countries with expanding economies, such as China, India, and Indonesia. Get inside the burgeoning worldwide water business with *The Business of Water*, a compilation of articles from *Journal AWWA* that explore from a business perspective the myriad important issues facing the water industry now and in the future. The articles were selected by water industry strategist Steve Maxwell, a consultant specializing in merger and acquisition advisory services and strategic planning for the water and broader environmental industries. Articles are organized in three primary areas: *The Global Water Problem: How Bad Is It?*, *The Water Industry: How Big Is It?*, *The Water Industry: Key Drivers and Trends
