



Eco Barons: The New Heroes of Environmental Activism (published in hardcover as: Eco Barons: The Dreamers, Schemers, and Millionaires Who Are Saving Our Planet)

By Edward Humes

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“Well written and compelling, *Eco Barons* gives the reader a first glimpse of the activists, philanthropists and gadflies who may well turn out to be the J.D. Rockefellers and Rachel Carsons of our time.”

—*Cleveland Plain Dealer*

Pulitzer Prize-winner Edward Humes offers readers an eye-opening look at the remarkable philanthropists and visionaries who are devoting their lives to saving the earth from overdevelopment and destruction. In *Eco Barons*, Humes, the bestselling author of *Mississippi Mud* and *Monkey Girl*, gives us fascinating portraits of extraordinary men and women who are dedicated to humankind’s survival—as important a contribution to the environmental cause as Al Gore’s *An Inconvenient Truth*. As the *New York Times* points out, “Humes’s urgent message is clear: We must all strive to become ‘eco barons’ in our own right if we are to save Planet Earth.”

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Editorial Review

From Publishers Weekly

Pulitzer Prize-winner Humes (*Mississippi Mud*) profiles a band of idealistic environmentalists devoting their lives and fortunes to protecting nature, including such tycoons as Doug Thompson, the founder of fashion house Esprit, who now spends his millions buying up thousands of acres of land to create nature preserves, and Roxanne Quimby, creator of the cosmetics giant Burt's Bees, who is purchasing huge tracts of forests in Maine woods to trump the real estate investor's visions of resorts, golf courses and suburban homes on clear-cut lands. But other barons are more David than Goliath. The Center for Biological Diversity, a cash-strapped nonprofit founded by an owl expert, scientist and mystic and a former engineering student turned philosopher, is responsible for the recent campaign to fight climate change by protecting the polar bear under the Endangered Species Act. Engineering professor Andy Frank has spent 20 years battling a recalcitrant [auto] industry and confused policy makers to produce an affordable, plug-in hybrid car. Readers concerned with conservation will appreciate this optimistic if starry-eyed introduction to these little-known giants of the environmental movement. (Mar.)

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From [Booklist](#)

Starred Review An eco baron is the opposite of a robber baron, using talent, gumption, and wealth not for personal gain but for environmental good. Award-winning journalist Humes brings a fluency in complex issues and a love of David-Goliath stories to this illuminating group portrait of embattled visionaries who "are showing the world that nature can be nurtured." Douglas Tompkins, a Mayflower blueblood, dropped out of high school, cofounded the Esprit clothing empire, then abandoned corporate life to devote himself to preserving the wilds of Patagonia, in spite of vehement resistance. Roxanne Quimby, the artist who founded the company Burt's Bees, faced vicious opposition to her efforts to preserve the Maine Woods. Carole Allen, a citizen of modest means but immense passion, received death threats for her volunteer advocacy on behalf of endangered sea turtles. Eco-philanthropist extraordinaire Ted Turner has been harshly criticized for his part in re-wilding the West. The most maddening tale of derailed eco-ingenuity is the sabotaging of Andy Frank's plug-in hybrid car; the most encouraging story is that of a gutsy not-for-profit, the Center for Biological Diversity. A dramatic, insightful history of environmental conflicts and breakthroughs threaded through timely and inspiring profiles in courage and creativity. --Donna Seaman

Review

"This is a fine little book: a collection of starry-eyed portraits of environmentalists who have devoted their lives and/or fortunes to saving the Earth." (Los Angeles Times)

"ECO BARONS...offers encouraging, often inspirational, profiles of nearly a dozen would-be planet savers. . . . [Humes'] urgent message is clear: We must all strive to become "eco barons" in our own right if we are to save Planet Earth." (New York Times)

"Humes' in-depth reporting makes the book stand as a solid portrait of the new face of American environmentalism." (Outside magazine)

"I know some of the heroes chronicled [in ECO BARONS]--they are unlikely champions, but united by passion, hard work, and a willingness to think outside of conventional paths. Their stories will dramatically

expand your sense of what you can do for the environment! (Bill McKibben, author of The End of Nature and Deep Economy)

“Humes is a master story teller, illuminating the compelling lives of an unlikely cast of characters who just may save us from ourselves, while inspiring us to save our planet.” (Terry Tamminen, former Secretary of the California Environmental Protection Agency and Chief Energy Policy Advisor to Governor Arnold Schwarzenegger)

“A dramatic, insightful history of environmental conflicts and breakthroughs threaded through timely and inspiring profiles in courage and creativity.” (Booklist (starred review))

“What [ECO BARONS] uncovers are folks who have taken their profitable businesses and turned them into seriously beneficial enterprises. . . . These profiles are lessons in the lasting power of conservation, which, even more than corporate profits, remains an essential part of the great American identity.” (E - The Environmental Magazine)

“Eco Barons reminds me of the best that journalism has to offer as Pulitzer Prize-winning author Edward Humes has a knack for flowing the narrative in his tales as well as any fiction writer....offers welcome tales of people making positive change.” (Reuters)

Users Review

From reader reviews:

Helen McCormick:

What do you concerning book? It is not important along? Or just adding material when you need something to explain what yours problem? How about your free time? Or are you busy particular person? If you don't have spare time to accomplish others business, it is gives you the sense of being bored faster. And you have extra time? What did you do? Everybody has many questions above. They should answer that question simply because just their can do which. It said that about publication. Book is familiar in each person. Yes, it is correct. Because start from on guardería until university need this Eco Barons: The New Heroes of Environmental Activism (published in hardcover as: Eco Barons: The Dreamers, Schemers, and Millionaires Who Are Saving Our Planet to read.

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