



Waking the Frog

Tom Rand

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An accessible discussion of ways to achieve a sustainable future

Venture capitalist, entrepreneur, engineer, and philosopher Tom Rand explains why climate disruption might just be our very own pot of hot water. Are we the frog paralyzed in our inaction? In a highly readable account, Rand looks to contemporary psychology, economics, business, and finance to explain our stasis in the face of one of the most fundamental problems of our time. Rand's account doesn't just point fingers at the bad guys, but goes deeper — to our motivations, institutional lethargy, and deeply buried assumptions about market economics.

Waking the Frog is as much about solutions as it is an account of our present paralysis. Our ingenuity, technology, capital, and policy can work together to turn down the heat and at the same time enable the largest economic opportunity of the 21st century.

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