



Virtual Water: Tackling the Threat to Our Planet's Most Precious Resource

By Tony Allan

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The groundbreaking new concept that reveals the true and hazardous extent of our everyday water consumption.

How much water does it take to make a cup of coffee? The answer may shock you: 140 litres! That's the true amount of water used in growing, producing, packaging and shipping the beans you use to make your morning coffee. Your lunchtime hamburger takes 2400 litres and that favourite pair of jeans a whopping 11,000 litres. In fact all the goods we buy – from food to clothing to com-puters – all have a water cost in the form of virtual water – the powerful new concept that reveals the hidden facts of our real water consumption.

What can we do to help tackle the threat to our planet's most precious resource? World water expert Tony Allan – creator of the virtual water concept – shows the way. He exposes the real impact of our modern lifestyle and shows how we as individuals and governments globally can make a vital contribution to managing our water use in a more planet-friendly way.

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- Rank: #1180534 in eBooks
- Published on: 2011-04-08
- Released on: 2011-04-08
- Format: Kindle eBook

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Editorial Review

Review

"Tony Allan has made an immense contribution to freshwater stewardship. By making the issue accessible without losing its complexity, he has created space at the table for people and institutions that previously didn't engage in water conservation. The gravity of the impending water crisis demands innovative thinking and diverse perspectives; Tony has helped unlock those for the benefit of all." --Jim Leape, Director General, WWF International

"I heartily recommend the book as essential reading as it is not only informative but also fun and easy to read." Barbara Frost, Chief Executive of WaterAid

About the Author

Professor Tony Allan is Professor of Geography at King's College, University of London and is Emeritus Professor at the School of Oriental and African Studies, University of London. He is acknowledged as a world authority on water issues and as a leading voice for sustainable water development. He advises governments and organizations around the world and received the prestigious Stockholm Water Prize in 2008 for his pioneering contributions to understanding and communicating water issues.

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