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How would you spend \$50 billion?

To say that political priorities need to be informed by economic analysis sounds pretty uncontentious. When **Bjørn Lomborg** used this approach in his 2001 book ***The Skeptical Environmentalist*** to examine environmental policy, he ignited a controversy which has raged around the world ever since. His new book, ***Global Crises, Global Solutions***, takes the argument further.

Governments will spend \$50 billion on development assistance in the next four years. But how should it be spent in order to achieve the best results? Would you tackle access to clean water or institutional corruption, and why?

In his work with the **Copenhagen Consensus**, which took place in May 2004, Lomborg collaborated with some of the world's top economists, including three Nobel laureates, to attempt to prioritize solutions to some of the ills facing humanity. Together, they examined ten challenges: climate change, conflicts, communicable diseases, education, financial instability, corruption, migration, malnutrition and hunger, trade barriers, access to water. Three views were offered on each issue, then the expert panel revealed how they rate each problem, producing a ranking. A youth parliament, meeting in a separate session, established their own list of priorities. ***Global Crises, Global Solutions*** documents the results; a top ten for the twenty-first century.

Required reading for anyone who wants to set the world to rights.

Bjørn Lomborg will be promoting his new book in the coming months, starting in London in October. Sample material is available now, and the book will be available for review in October, shortly in advance of publication.

About the author

Bjørn Lomborg is associate professor of statistics at the Department of Political Science, University of Aarhus and was until recently the director of Denmark's Environmental Assessment Institute. He is a frequent participant in global environmental discussion. His commentaries have appeared in such places as New York Times, Wall Street Journal, Globe & Mail, Guardian, Daily Telegraph, Sunday Telegraph, and the Economist.

In June 2002, Lomborg was named one of the '50 stars of Europe' and one of nine European 'agenda setters' in *Business Week*. In April 2004, Lomborg was named one of the world's 100 most influential people by *Time Magazine*. His previous book, *The Skeptical Environmentalist*, was published by Cambridge University Press in 2001.

More about the Copenhagen Consensus

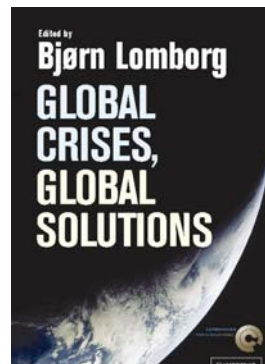
See the website at www.copenhagenconsensus.com.

Notes to editors

Global Crises, Global Solutions

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To book your review copy of *Global Crises, Global Solutions* or to contact the author, please contact **Rob George**, Publicity Manager, Cambridge University Press by email to rfgeorge@cambridge.org or telephone +44 (0)1223 325742.

STOP PRESS: Bjørn Lomborg will be speaking at the ICA in London on Thursday 21 October at 6.30pm.