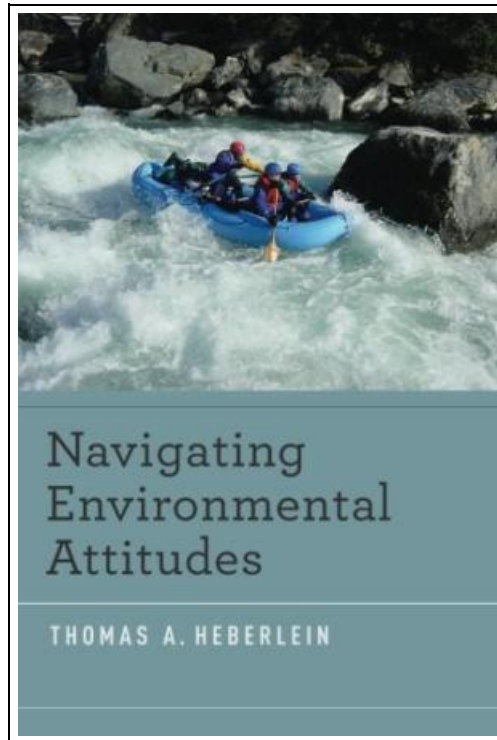


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Oxford University Press Inc, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book. The environment, and how humans affect it, is more of a concern now than ever. We are constantly told that halting climate change requires raising awareness, changing attitudes, and finally altering behaviors among the general public-and fast. New information, attitudes, and actions, it is conventionally assumed, will necessarily follow one from the other. But this approach ignores much of what is known about attitudes in general and environmental attitudes specifically-there is a huge gap between what we say and what we do. Solving environmental problems requires a scientific understanding of public attitudes. Like rocks in a swollen river, attitudes often lie beneath the surface-hard to see, and even harder to move or change. In *Navigating Environmental Attitudes*, Thomas Heberlein helps us read the water and negotiate its hidden obstacles, explaining what attitudes are, how they change and influence behavior. Rather than necessarily trying to change public attitudes, we need to design solutions and policies with them in mind. He illustrates these points by tracing the attitudes of the well-known environmentalist Aldo Leopold, while tying social psychology to real-world behaviors throughout the book. Bringing together theory and practice, *Navigating Environmental Attitudes* provides a realistic understanding of why and how attitudes matter when it comes to environmental problems; and how, by balancing natural with social science, we can step back from false assumptions and unproductive, frustrating programs to work toward fostering successful, effective environmental action. With lively prose, inviting stories, and solid science, Heberlein pilots us deftly through the previously uncharted waters of environmental attitudes. It s a voyage anyone interested in environmental issues needs to take. - Robert B. Cialdini, author of *Influence: Science and Practice* *Navigating Environmental Attitudes* is a terrific book. Heberlein s...

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