

Amory Lovins, a MacArthur Fellow and consultant physicist, has advised the energy and other industries for 34 years as well as the U.S. Departments of Energy and Defense. His work in 50+ countries has been recognized by the “Alternative Nobel,” Onassis, Nissan, Shingo, and Mitchell Prizes, the Benjamin Franklin and Happold Medals, nine honorary doctorates, honorary membership of the American Institute of Architects, and the Heinz, Lindbergh, Jean Meyer, *Time* Hero for the Planet, and World Technology Awards. He advises industries and governments worldwide, and has briefed 19 heads of state. He cofounded and leads Rocky Mountain Institute (www.rmi.org), an independent, market-oriented, entrepreneurial, nonprofit, nonpartisan think-and-do tank that creates abundance by design. Much of its pathfinding work on advanced resource productivity and innovative business strategies is synthesized in *Natural Capitalism* (www.natcap.org). More than 80 *Fortune* 500 firms have lately used or invited RMI’s consultancy. RMI earns most of its revenue from such programmatic enterprise, including the superefficient redesign of \$30 billion worth of facilities in 29 sectors, and has spun off four for-profit firms (e.g., E SOURCE, www.esource.com, and Fiberforge, www.fiberforge.com). His Pentagon-cosponsored 29th book (2004), now being implemented in the private sector, is *Winning the Oil Endgame* (www.oilendgame.com).