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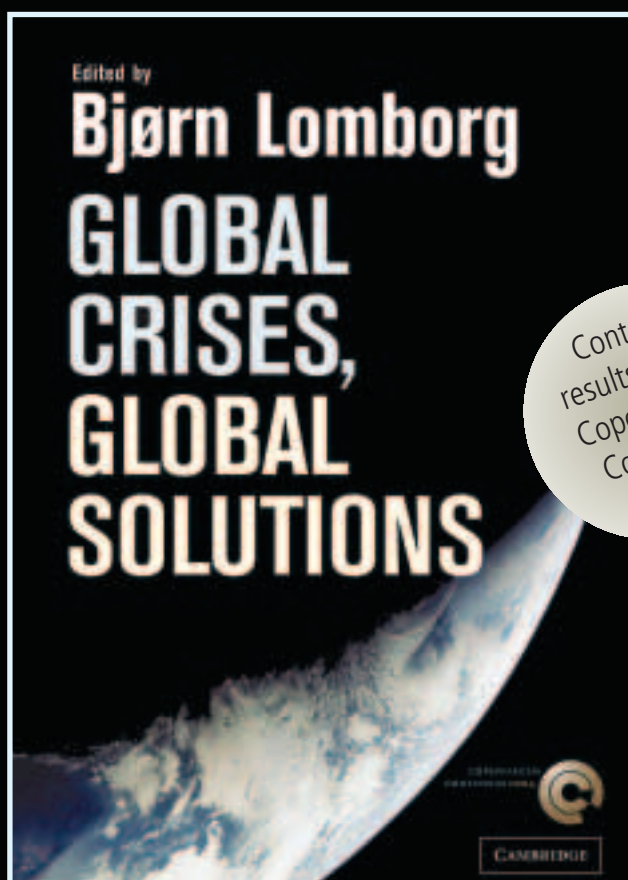
Bjørn Lomborg

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A unique publication exploring the opportunities for addressing ten of the most serious challenges facing the world today: climate change, communicable diseases, conflicts, education, financial instability, corruption, migration, malnutrition and hunger, trade barriers, access to water. In a world fraught with problems and challenges, we need to gauge how to achieve the greatest good with our money.

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ont world-threatening problems

Bjørn Lomborg (editor) is Associate Professor in Statistics, Department of Political Science, University of Aarhus, Denmark. He was the Director of Denmark's national Environmental Assessment Institute from February 2002 to July 2004.

He is the author of the controversial bestseller, *The Skeptical Environmentalist*, which has sold over 100,000 copies to date. Hailed as a "triumph" by *The Economist* and described as a "welcome heretic" by *New Scientist*, yet dismissed as a "failure" by *Scientific American*, few books in recent years have provoked such divergent reactions.

In 2001, Lomborg was selected "Global Leader for Tomorrow" by the *World Economic Forum*. In 2002 *Business Week* named Bjørn one of the "50 stars of Europe". This year, he has been voted one of *Time Magazine's* "100 most influential people in the world today".



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Jagdish N. Bhagwati, Robert W. Fogel, Bruno S. Frey, Justin Yifu Lin, Douglass C. North, Thomas C. Schelling, Vernon L. Smith, Nancy L. Stokey

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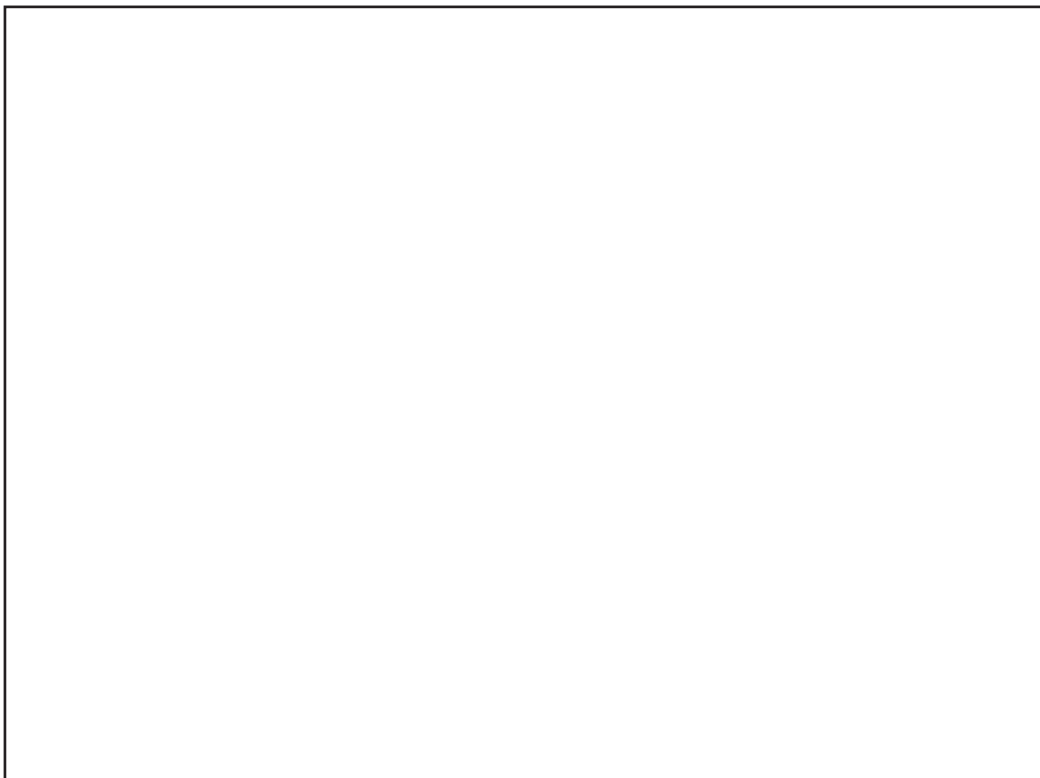
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