“If you’ve ever wondered where some really bad ideas—more arsenic in your water, say—could have come from, this book will provide the answers.”

—Bill McKibben

**PRICELESS**

On Knowing the Price of Everything and the Value of Nothing

By Frank Ackerman and Lisa Heinzerling

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It sounds absurd to express the value of human lives, the environment, or conservation in dollars and cents, but cost-benefit analysis requires it. Embraced by a growing number of politicians and economic analysts as the most reasonable way to make decisions on proposed regulations, cost-benefit analysis attempts to convert all relevant factors into monetary terms.

Written by economist Frank Ackerman and law professor Lisa Heinzerling, *Priceless* debunks cost-benefit analysis and the derelict logic used to defend it. The first comprehensive rebuttal of the Bush administration's market-based assault on legal protections for human health, the environment and natural resources, *Priceless* signals the danger of allowing an artificial bottom line to distinguish right from wrong in public policy. It is critical reading for anyone concerned with the future of public health and environmental protection.

FRANK ACKERMAN, an economist at the Global Development and Environment Institute at Tufts University, is the author of *Why Do We Recycle?* and a contributing author to the 2001 report of the Intergovernmental Panel on Climate Change (IPCC).

LISA HEINZERLING is a professor at the Georgetown University Law Center, specializing in environmental law. She was a law clerk to Judge Richard Posner and Justice William Brennan, and she has represented environmental groups and state agencies in numerous legal battles.

Both Ackerman and Heinzerling are members of the Center for Progressive Regulation, a network of scholars who support regulatory action to protect health, safety, and the environment.