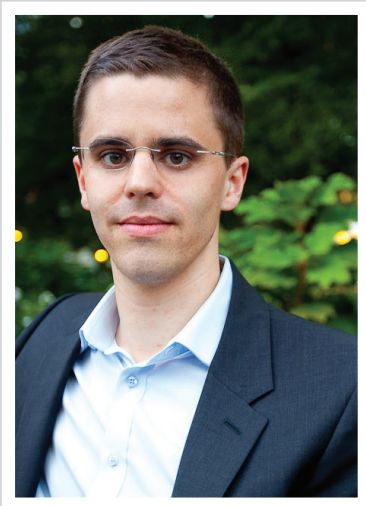


# But Will the Planet Notice?



## Gernot Wagner

*Economist, Environmental Defense Fund*

Wagner is the author of [But Will the Planet Notice? How Smart Economics Can Save the World](#). In this talk, Gernot Wagner will argue that only economists—not recyclers—can stop global warming.

He serves as an economist at the Environmental Defense Fund, teaches at Columbia University, and he graduated from Harvard and Stanford. He doesn't eat meat, doesn't drive, and knows full well the futility of his personal choices.

This event is co-sponsored by the W. P. Carey School of Business.

**Wednesday, March 14, 2012**  
**2:00 – 3:30 p.m.** (Refreshments will be served)  
Memorial Union, Turquoise Room  
Parking available in the  
Apache Boulevard structure – \$2/hr.



**RSVP link:** Download any free QR-Code reader app to your smart phone. Scan this code and it will take you directly to the RSVP page.

**RSVP: [sustainabilityevents@asu.edu](mailto:sustainabilityevents@asu.edu)**

The Wrigley Lecture Series is funded through the generous support of Julie Ann Wrigley. For more information, call (480) 965-2975 or go to: <http://sustainability.asu.edu>