



Environmental Studies

FOR OUR SHARED FUTURE

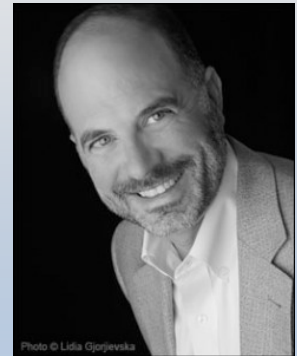
UC SANTA BARBARA

proudly presents our

35th Annual Manley Memorial Lecture

“The Big Thirst: Creating the Water Future We Need, in California and around the World”

Presented by author and speaker **CHARLES FISHMAN**



Monday, April 11, 2016 • 3:30 pm • 1414 Bren Hall • Courtyard Level

About the Speaker

In the past four years, Charles Fishman has become one of the most forceful, challenging and inspiring public voices on water issues, speaking everywhere from MIT and The Hague to the US State Department. Fishman’s book, ***“The Big Thirst: The Secret Life and Turbulent Future of Water,”*** has become the best-selling water book in a generation, and is changing how people think about water and how they manage it. His message is both blunt and optimistic. The next decade will see a revolution in water akin to the revolution we’ve seen in computing, medicine and communication in the past 10 years. Around the world, how people use water, how they get it, what they pay for it, and how they think about it — all will change.

Fishman is the author of two other *New York Times* bestsellers, ***“The Walmart Effect,”*** about Walmart’s impact on how we live; and last year’s #1 *NYT* bestseller, ***“A Curious Mind,”*** about the power of curiosity, which he co-authored with Hollywood producer Brian Grazer.

Fishman is a former reporter for the *Washington Post* and was a reporter and editor at the *Orlando Sentinel* and the *News & Observer* in Raleigh, NC. Since 1996, he has worked for the innovative business magazine *Fast Company*. Fishman has won numerous awards, including UCLA’s Gerald Loeb Award, the most prestigious award in business journalism, which he won three times.

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