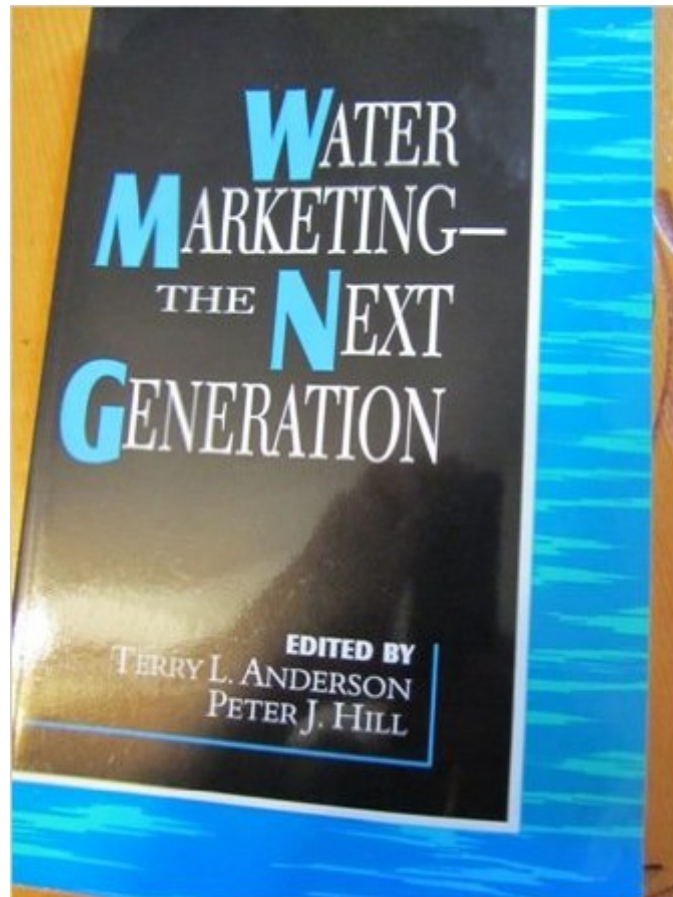


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# Water Marketing: The Next Generation



## Synopsis

Unified by their desire to produce innovative solutions to the problem of allocating fresh water, the prominent contributors to *Water Marketing* argue that government regulations inadvertently encourage the waste of our most vital resource by preventing the evolution of property rights to water marketing. In addition to considering how institutional impediments to water markets might be removed, this collection of original essays emphasizes how transborder allocation of water should be improved. With its mix of U.S. and international case studies, this volume offers insightful public policy alternatives to water marketing that will stimulate a rethinking of traditional policies.

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