

Dear Friends of Bill

For the last 20 years, Bill was pushing me (as only Bill could) to first start and then to finally complete my book on environmental attitudes.

Navigating Environmental Attitudes (Oxford University Press) is now published and appropriately dedicated: “In memory of William R. Freudenburg, colleague and friend.” When I told him I was going to dedicate the book to him, he replied “You write fast, and I’ll do everything I possibly can to stay alive long enough that I not only get my own autographed copy, but also get to assign it to my students.”

I didn’t write fast enough.

Those of you who knew him will see much of Bill in this book. I took a number of pithy quotes from our email exchanges and his choice for the title of the whole book “Educating the Public ... and Other Disasters,” survived as the title of chapter 5. I took the liberty, with Sarah’s approval, of excerpting for the back cover a quote from Bill’s last letter of support. Bill wanted this book so he could get his students beyond, in his words, the “alarmingly erroneous assumption” in academia as well as environmental management that “all” we need to do to solve environmental problems is to “educate the public.” He wanted students and managers to instead consider the structural and behavioral forces that had to be addressed in order to find lasting solutions.

I hope *Navigating* meets Bill’s goals and possibly a bit more. Most of all I hope that Bill’s friends, colleagues and students will find it useful as we all labor to further Bill’s vision.

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