

## An Evening with Daniel Goleman

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BERKELEY, July 28, 2009—Daniel Goleman will speak at a Center for Ecoliteracy event at the David Brower Center in Berkeley at 7 p.m. on Thursday, August 13, 2009. The topic is his new book, *Ecological Intelligence: How Knowing the Hidden Impacts of What We Buy Can Change Everything*. Goleman will also be available to sign books after the talk.

Goleman is an internationally known psychologist, former *New York Times* science reporter, and author of the classic *Emotional Intelligence*, as well as *Social Intelligence*, *Primal Leadership*, and *Vital Lies, Simple Truths: The Psychology of Self-Deception*.

In his new book, Goleman reveals why many of the products that are labeled "green" are a mirage, discusses why a twenty-first century version of traditional ecological intelligence is crucial to our survival as a species, and reports on encouraging developments in industry and commerce.

For example, in a related article in HarvardBusiness.org, Goleman recently wrote: "Wal-Mart's announcement of its new sustainability index marks the dawning of the age of ecological transparency in the marketplace."

The event is hosted by the Center for Ecoliteracy, a Berkeley-based nonprofit dedicated to schooling for sustainability.

Goleman contributed the foreword to the Center for Ecoliteracy's forthcoming book, *Smart by Nature: Schooling for Sustainability* (Watershed Media), available from U.C. Press in September 2009. The book portrays the hopeful new sustainability movement that is spreading across a growing number of public and independent schools in the U.S.

Ticket price is \$25. To make reservations, visit [Brown Paper Tickets](#).

For more information about the Center for Ecoliteracy, visit [www.ecoliteracy.org](http://www.ecoliteracy.org).