

ABOUT JEREMY RIFKIN

Jeremy Rifkin, president of the Foundation on Economic Trends, is the author of seventeen books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. His books have been translated into more than thirty languages and are used in hundreds of universities, corporations and government agencies around the world.

In his newest international bestseller, *The European Dream: How Europe's Vision of the Future is Quietly Eclipsing the American Dream*, Mr. Rifkin argues that while the great American Dream is fading, a powerful new European Dream is beginning to capture the attention and imagination of the world. The nascent European Dream, says Rifkin is, in many respects, the mirror opposite of the American Dream, but far better suited to meet the challenges of a globalizing society in the 21st century. Rifkin draws on more than twenty years of personal experience working in Europe, where he has advised heads of state and political parties, consulted with Europe's leading companies, and helped spur grass-roots, environmental and social justice campaigns.

In his 2002 international bestseller, *The Hydrogen Economy*, Rifkin takes us on an eye-opening journey into the next great commercial era in history. He envisions the dawn of a new economy powered by hydrogen that will fundamentally change the nature of our market, political and social institutions, just as coal and steam power did at the beginning of the industrial age. The 2004 revised edition of his 1995 international best-seller, *The End of Work*, is widely credited with helping shape the current global debate on technology displacement, corporate downsizing and the future of jobs. Mr. Rifkin's 2000 international bestseller, *The Age of Access*, explores the vast changes occurring in the capitalist system as it makes the transition from geographic markets to e-commerce networks and from industrial to cultural production. His 1998 international bestseller, *The Biotech Century*, addresses the many critical issues accompanying the new era of genetic commerce and is the most widely read book in the world on the biotech revolution.

Mr. Rifkin holds a degree in economics from the Wharton School of the University of Pennsylvania, and a degree in international affairs from the Fletcher School of Law and Diplomacy at Tufts University. Rifkin speaks frequently before government, business, labor and civic forums. He has lectured at more than 500 universities in some 25 countries in the past 30 years. Since 1994, Mr. Rifkin has been a fellow at the Wharton School's Executive Education Program, where he lectures to CEOs and senior corporate management from around the world on new trends in science and technology and their impacts on the global economy, society and the environment. Mr. Rifkin's monthly column on global issues appears in many of the world's leading newspapers and magazines, including *The Guardian* in the U.K., *Die Süddeutsche Zeitung* in Germany, *Le Soir* and *Knack* in Belgium, *L'Espresso* in Italy, *El País* in Spain, *Information* in Denmark, *Hospodářské Noviny* in the Czech Republic, *Luxemburger Wort* in Luxembourg, *Eesti Päevaleht* in Estonia, *Trud* in Bulgaria, *Clarín* in Argentina, and *Al-Ittihad* in the U.A.E.

Rifkin has been influential in shaping public policy in the United States and around the world. He has testified before numerous congressional committees and has had consistent success in litigation to ensure responsible government policies on a variety of environmental, scientific and technology related issues. He has been a frequent guest on numerous television programs, including *CNN's Crossfire*, *Face the Nation*, *The Lehrer News Hour*, *20/20*, *Larry King Live*, *Today*, and *Good Morning America*. *The National Journal* named Rifkin as one of 150 people in the U.S. that have the most influence in shaping federal government policy.

Mr. Rifkin is the founder and president of The Foundation on Economic Trends (www.foet.org) in Washington, DC. The foundation examines the economic, environmental, social and cultural impacts of new technologies introduced into the global economy.