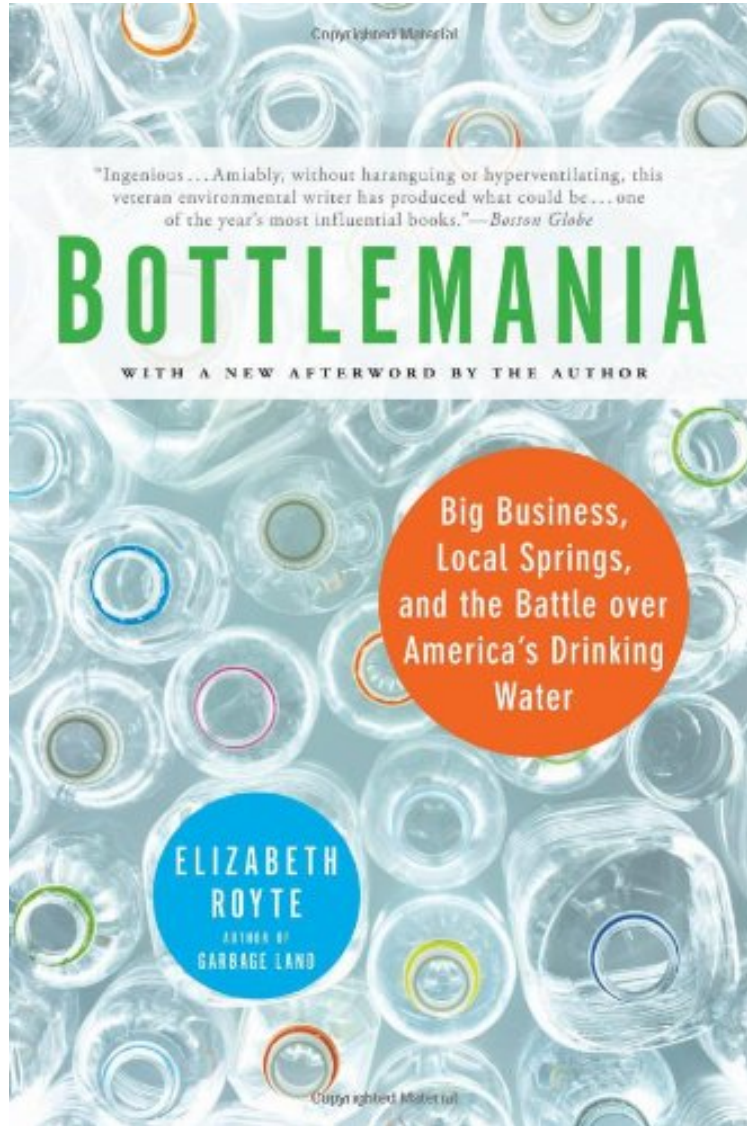


# Bottlemania: Big Business, Local Springs, and the Battle over America's Drinking Water

Elizabeth Royte

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**Elizabeth Royte : Bottlemania: Big Business, Local Springs, and the Battle over America's Drinking Water** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bottlemania: Big Business, Local Springs, and the Battle over America's Drinking Water:

0 of 0 people found the following review helpful. goes hundreds of years into the past to explain who bottled water became mainstream and why tap water isn't necessarily perfect By Alexander Joseph Knapp Royte covers all the bases

here, goes hundreds of years into the past to explain why bottled water became mainstream and why tap water isn't necessarily perfect either. She gives the municipal water companies a run for their money, along with the EPA and FDA, so no one gets off easy. This isn't necessarily intended to scare anyone, just to get you to think a bit deeper about where that beverage you're sipping on came from and the true costs to the environment and our state and federal budgets. 0 of 0 people found the following review helpful. Great book By Darrin Anderson Prefect 0 of 0 people found the following review helpful. I was surprised at how much I liked it. I wish there were more information on ... By D. Wilson I had to purchase this book for an English class a few years ago. I was surprised at how much I liked it. I wish there were more information on what happened to the town.

Second only to soda, bottled water is on the verge of becoming the most popular beverage in the country. The brands have become so ubiquitous that we're hardly conscious that Poland Spring and Evian were once real springs, bubbling in remote corners of Maine and France. Only now, with the water industry trading in the billions of dollars, have we begun to question what it is we're drinking. In this intelligent, accomplished work of narrative journalism, Elizabeth Royte does for water what Michael Pollan did for food: she finds the people, machines, economies, and cultural trends that bring it from distant aquifers to our supermarkets. Along the way, she investigates the questions we must inevitably answer. Who owns our water? How much should we drink? Should we have to pay for it? Is tap safe water safe to drink? And if so, how many chemicals are dumped in to make it potable? What happens to all those plastic bottles we carry around as predictably as cell phones? And of course, what's better: tap water or bottled?

From Publishers Weekly Royte (Garbage Land) plunges into America's mighty thirst for bottled water in an investigation of one of the greatest marketing coups of the twentieth and twenty-first centuries. As tap water has become cleaner and better-tasting, the bottled water industry has exploded into a \$60 billion business; consumers guzzle more high-priced designer water than milk or beer and spend billions on brands such as Pepsi's Aquafina and Coke's Dasani that are essentially processed municipal water. It's an unparalleled and almost exclusively American social phenomenon. With journalistic zeal, Royte chronicles the questionable practices of Nestle-owned Poland Springs and documents the environmental impact of discarded plastic bottles, the carbon footprint of water shipped long distances and health concerns around the leaching of plastic compounds from bottles. Not all tap water is perfectly pure, writes Royte, still, 92% of the nation's 53,000 local water systems meet or exceed federal safety standards and it is the devil we know, at least as good and often better than bottled water. This portrait of the science, commerce and politics of potable water is an entertaining and eye-opening narrative. (June) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From School Library Journal Adult/High School With a seamless blend of first-person observation, detailed anecdotes, and hard research, Royte explores the history and ramifications of those ubiquitous plastic and glass bottles. She addresses the economic, ecological, and cultural weight of water as she visits massive New York aqueducts, struggling rural villages in Maine, and high-tech treatment plants in Missouri. Her findings reflect the distressing trend of our heavy footprint on the environment and its resources. From petroleum-laden bottles and gas-guzzling shipping containers to serious flora and fauna shifts in small-town ponds, the "purity" of bottled water may be murkier than you might have imagined. This book will intrigue a younger generation of readers who might ask, "Wait, major corporations didn't always own water?" Shannon Peterson, Kitsap Regional Library, WA Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Bottlemania" is eye-opening and informative; you will never look at water - either "designer" or tap - in quite the same way. Royte demonstrates how everything is, in the end, truly connected. --Elizabeth Kolbert "Royte deserves credit for her tenacity and well-balanced approach... Lively investigative journalism." --Kirkus s "An easy-to-swallow survey... after you read it you will sip warily from your water bottle (whether purchased or tap, plastic or not), as freaked out by your own role in today's insidious water wars as by Royte's recommended ecologically responsible drink: "Toilet to tap." --"Lisa Margonelli," New York Times Book "Light and easy-to-read narrative... lots of interesting factoids..." --Providence Journal-Bulletin "At a time of climate change and increasing risks to global water supplies, we must change the way we think about this crucial resource and begin treating it as a public good to be preserved, rather than the equivalent of an oil deposit or timber forest, ripe for corporate exploitation." --New Scientist "An intriguing look at a totem of the ultramodern, perhaps selfish, way we live now" --Time Out Chicago "a well-balanced, interesting and instructive book about our fundamental human need to drink water" --Chicago Sun Times "Seamlessly blending scientific explanation and social observation" --LA Times Book "Bottlemania makes the case that it's not in our interests to let private multinational corporations float their boats on our nation's water. That's not democracy, it's dam-ocracy, and it could damn us all if we let their unquenchable thirst for profit take precedence over our right to clean, safe, free drinking water." --Kerry Trueman, Huffingtonpost.com "An intrepid, intelligent analysis of Americans' raging thirst for bottled water." --BookPage "An essential, if somewhat disturbing, read." --VeryShortList.com "A breezy, accessible history of water through the ages... a good account of the tensions in the little town of Fryeburg, Maine." --New York Post "A sharp indictment of the bottled-water industry" --New York Observer "Informative" --Meghan O'Rourke,

"Slate.com""Compelling and dynamic" "--Library Journal""Entertaining and eye-opening" "--Publishers Weekly"  
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