

CONTENTS

<i>List of Figures, Tables and Boxes</i>	<i>ix</i>
<i>List of Acronyms</i>	<i>xiii</i>
<i>Acknowledgements</i>	<i>xv</i>
<i>Foreword</i>	<i>xvii</i>
<i>Preface</i>	<i>xxi</i>
INTRODUCTION	xxiii
The Economy	xxiv
The Bio-Economy	xxvii
Emerging EcoService Markets	xxx
EcoCommerce	xxxii
SECTION 1. ECOSERVICE MARKET BEGINNINGS	
Chapter 1. <i>Oikos</i> Commerce	1
Chapter 2. Natural Capital.	31
Chapter 3. The Bio-Economy Conundrum	63
Chapter 4. A Centrally Planned Conservation Economy	83
Chapter 5. Immature EcoService Markets	111
SECTION 2. ECOCOMMERCE COMPONENTS	
Chapter 6. Generating Effectual Demand	141
Chapter 7. A “Smart” Ecoservice Assessment	163
Chapter 8. Indices: An Ecosystems Language	173
Chapter 9. Creating Landscape Intelligence	211
Chapter 10. Building EcoCommerce Portfolios	225
SECTION 3. APPLIED ECOCOMMERCE	
Chapter 11. The Emergence of EcoCommerce	243
Chapter 12. Macro-EcoCommerce	255
Chapter 13. Demand Side Micro-EcoCommerce	273
Chapter 14. Supply Side Micro-EcoCommerce	287
Chapter 15. Integrating EcoCommerce	303

Conclusion 329
Works Cited 333
Index 348