

The economic and equity case for bicycle transportation.

# Bikenomics

How Bicycling can Save the Economy (2nd Edition) by Elly Blue

"Bikenomics will make you wonder how cities ever decided to plan for cars in the first place. Elly Blue provides practical advice for living a happier, healthier life on two wheels but also makes a compelling case for reconnecting with your community in a very authentic way. And she does it with a witty, persuasive voice that makes this refreshingly jargon-free book a pleasure to read." —Alissa Walker, Urbanism Editor, Gizmodo

"Blue's book is rational, fully footnoted—and, in the main, persuasive." —Fast Company

"Blue's book helped me better frame my own reasons for riding, and got me thinking a lot about what a more bike-centered future could look like. It's a future, I realized, I'd really like to see." —The Portland Mercury

"Elly Blue has written the *Common Sense* for the bicycling revolution." —Peter Norton, author of *Fighting Traffic: The Dawn of the Motor Age in the American City*

An instant classic when it was first published in 2013, *Bikenomics* has been revised and updated for its second edition, including an new introduction by the author. Elly Blue's *Bikenomics* provides a surprising and compelling new perspective on the way we get around, where we live, and how we spend our money. The book provides an unflinching look at the real costs of transportation and roads, for households and society at large, and shares the success stories of people, businesses, organizations, and cities that are investing in two-wheeled transportation. The multifaceted North American bicycle movement is revealed, with its contradictions, challenges, successes, and visions. *Bikenomics* does for transportation what *The Omnivore's Dilemma* did for food. Whether or not you ride a bicycle, reading this book will forever change the way you see the world around you.

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## Marketing Notes

1. Previous edition sold 7,000 copies in 2 years
2. People and communities around the world are embracing bicycling as a way to improve public health and economic conditions
3. 70% of Americans say they want to bicycle more often

## Comparative Titles

- *Bikenomics* (1e) Elly Blue 9781621060031 (Microcosm) \$14.95, 2013
- *Everyday Bicycling* Elly Blue 9781621069058 (Microcosm) \$9.95, 2015
- *Urban Revolutions* Emilie Bahr 9781621069126 (Microcosm) \$14.95, 2016
- *Street Smart* Sam Schwartz 9781610395649 (PublicAffairs) \$26, 2015



Photo by Amanda Lucier

**Elly Blue** lives in Portland, Oregon. She is the author of *Bikenomics: How Bicycling can Save the Economy* and *Everyday Bicycling: Ride a Bike for Transportation* (Whatever Your Lifestyle), and the editor of *Pedal Zombies* and *Our Bodies, Our Bikes*.

A small, innovative publishing house, **Microcosm Publishing** specializes in work designed to make the reader feel good about being alive, take an active role in bettering their life, and impact the world around them. Microcosm has developed a reputation for teaching self-empowerment, showing hidden histories, and fostering creativity through challenging conventional publishing wisdom with books and zines about DIY skills, food, politics, and art.



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