

SETH M. SIEGEL



A serial entrepreneur, water activist and New York Times bestselling author, Seth M. Siegel is a campaigner for change in water policy in the US and around the world.

Seth is the author of the award-winning, international bestseller *Let There Be Water: Israel's Solution for a Water-Starved World*. The book is now available in 15 foreign-language editions and in more than 50 countries. It has won praise from Tony Blair, Michael Bloomberg, Shimon Peres and Robert F. Kennedy, among other global figures.

He has spoken about water issues before hundreds of audiences on four continents, and in more than 60 US cities. He has appeared in Congress, the United Nations, the World Bank, Davos, Google's headquarters and many other venues as well as dozens of universities, including Harvard, Yale and Princeton. Seth's views are regularly featured on TV, radio and in print.

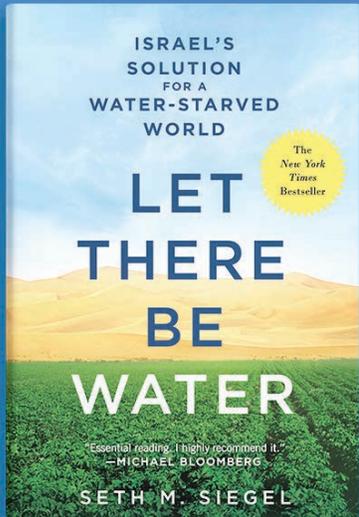
Seth has been recognized for his thought leadership and advocacy on water scarcity and quality concerns. He is the Daniel M. Soref Senior Fellow at the University of Wisconsin's Center for Water Policy and his commentary has appeared in many leading publications, including The New York Times, The Wall Street Journal and The Washington Post.

Trained as a lawyer, Seth left the law after only five years, to pursue a business career. The company he co-founded became a worldwide enterprise representing such global brands as Harley-Davidson, AT&T and Coca-Cola, finally being sold to Ford Motor Company. Seth has since devoted the bulk of his energies to community service, while helping to incubate companies in financial services, real estate brokerage and digital entertainment. He also received a Tony Award nomination as a producer of the Broadway revival of *Man of La Mancha*.

Seth is currently at work on a book about the widespread contamination of America's drinking water, and what must be done to improve it. He lives in New York and is married to Rachel Ringler.

Follow Seth on Twitter [@SethMSiegel](https://twitter.com/SethMSiegel)

SETH M. SIEGEL



An Inspiring Story for an Ever-Drier World

“

Seth Siegel brings an urgent message of how the world can save itself using remarkable techniques and technology.”

—

Michael Bloomberg

Authored by the water activist and thought-leader Seth M. Siegel, *Let There Be Water* is the never-before-told account of how water-poor Israel used smart policies and home-grown technologies to transform itself from one of the driest countries in the world into a water superpower.

As the world faces new water crises every day due to climate change, growing population, rising affluence and pollution, this book provides a thrilling model and blueprint for how to overcome water scarcity and other seemingly insurmountable challenges.

Even with 60 percent of its country made of desert, Israel has not only solved its water problem; it also had an abundance of water. Israel even supplies water to its neighbors—the Palestinians and the Kingdom of Jordan—every day.

Based on meticulous research and hundreds of interviews, *Let There Be Water* reveals the methods and techniques of the often offbeat inventors who enabled Israel to lead the world in cutting-edge water technology.

Let There Be Water also tells unknown stories of how cooperation on water systems can forge diplomatic ties and promote unity. Remarkably, not long ago, now-hostile Iran relied on Israel to manage its water systems, and access to Israel's water know-how helped to warm China's frosty relations with Israel.

Published by St. Martin's Press in September 2015, *Let There Be Water* launched on the New York Times and other national and international bestseller lists. *Let There Be Water* continues to engage readers in the US and in more than 50 countries. The award-winning book has now been translated into 15 languages, inspiring readers around the world.