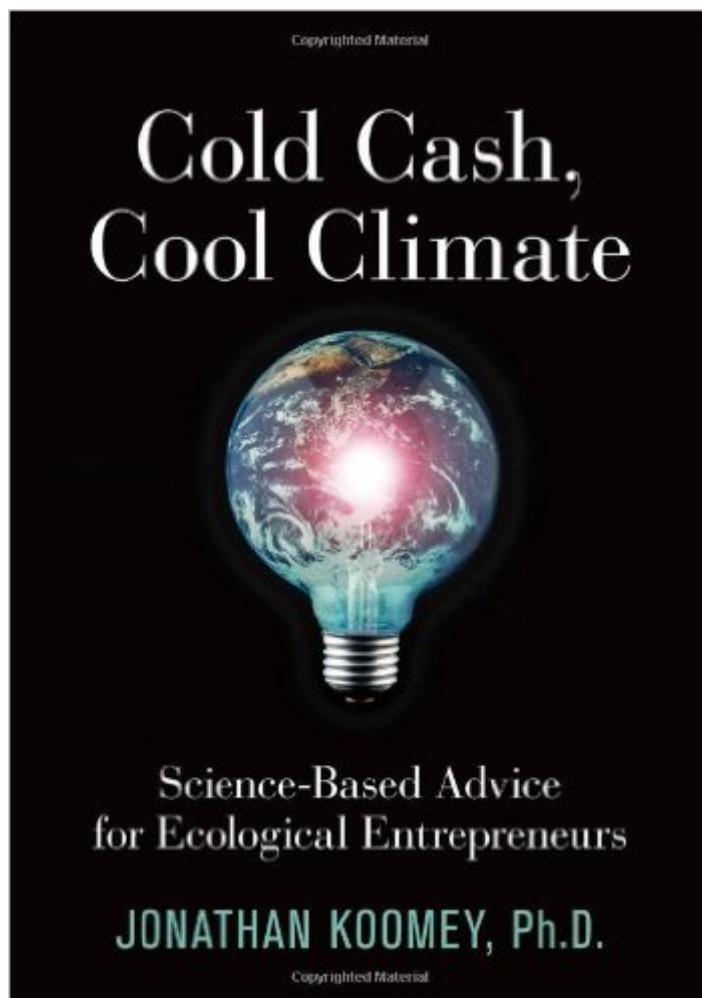


The book was found

Cold Cash, Cool Climate: Science-Based Advice For Ecological Entrepreneurs



Synopsis

Written for entrepreneurs and investors, this book describes how to profit from tackling climate change, one of this century's greatest challenges. Industry expert Dr. Jonathan Koomey acts as your company's scientific advisor, summarizing the business implications of the climate problem for both new and existing ventures. Koomey helps you effectively allocate scarce time and resources to the most promising opportunities, drawing upon his more than 25 years of experience in analyzing and implementing climate solutions.

Book Information

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Customer Reviews

Jonathan Koomey writes books for busy people who need to absorb meaningful information fast. His latest, *Cold Cash, Cool Climate*, is directed at the entrepreneur whose aim is to stop global climate change in its tracks and make a lot of money in the process. There is money to be made by the barrel. Human civilization needs to reduce carbon emissions by billions of tons of carbon per year--imagine what that might translate to in cash equivalent. And there is no single pathway to accomplish this, so there are opportunities for entrepreneurs wherever you look--energy-efficient versions of every kind of product and service, clean sustainable energy sources, a better electricity grid, real-time information about how we're spending our energy dollars, to name just a few. "We'll need to try many things," he writes, "fail fast, and do lots more of what works and less of what doesn't." Koomey's book gives you the lowdown on where our high-carbon future is leading us (to an unlivable planet whose average temperature will cause extremes of weather not seen in tens of

millions of years), and what kind of value we can create by developing the truly market-changing business ideas that steer the world to a low-carbon future. Perhaps the most important take-away message of his brief, readable book is that there is no way to truly model and predict what path we'll take to a low-carbon society, because unanticipated disruptive technologies can have such radical effects on human society that they can't be predicted and included in the computer models. This is where entrepreneurs with big ideas come in. The advice is both practical and inspirational.

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