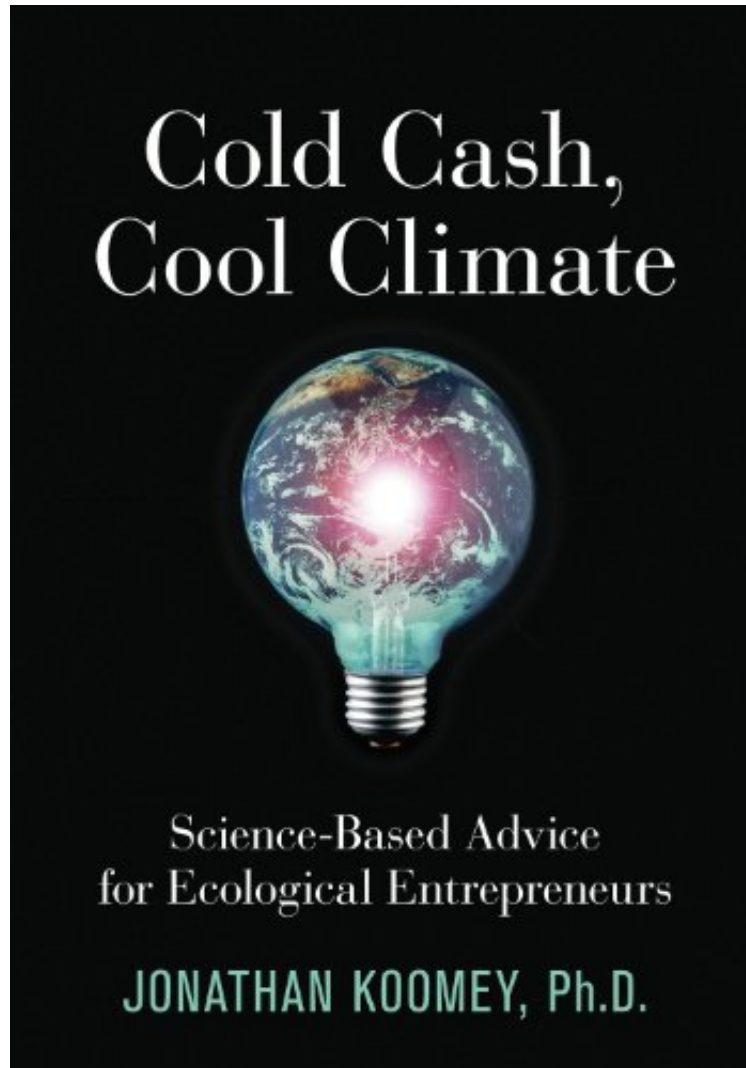


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Cold Cash, Cool Climate: Science-Based Advice for Ecological Entrepreneurs

Jonathan Garo Koomey

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Jonathan Garo Koomey : Cold Cash, Cool Climate: Science-Based Advice for Ecological Entrepreneurs before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cold Cash, Cool Climate: Science-Based Advice for Ecological Entrepreneurs:

2 of 2 people found the following review helpful. A fresh perspective on creating our futureBy Tom BowmanJonathan Koomey embodies the pragmatic optimism that characterizes entrepreneurs mdash; people who see a problem, but won't take no for an answer when it comes to finding solutions. This simple book provides a solid analytical foundation for thinking about priorities for new technologies, services, products and business models. It's easy to read and extremely useful.3 of 3 people found the following review helpful. Cold CashBy Eli F. MerrittI have read

Koomey's books in the past, and this one pulls it all together. We all need advice about how to cool the climate and cool it fast and self-consciously. I am a doctor and wish energy-guzzling hospital CEO's and administrators, as well as other health care folks, would study this book hard, digest it fully, and implement the Dr.'s prescriptions as speedily and profitably as possible! 2 of 2 people found the following review helpful. Climate Change is Real, and Climate Profits are Too. By L. Lazar I have read dozens of books on climate change and, rather unexpectedly, I found "Cold Cash, Cool Climate", to be one of the best. This book was written for busy people who need quality information presented in a logical and coherent manner - like entrepreneurs and business leaders. The science of climate change, and the need for urgent and effective action to reduce CO2 emissions, was covered with the clarity and conciseness that one might expect in an executive review. Koomey got to the point quickly, but with just enough meaningful background information and logical argumentation to enable any reader to easily digest the material and to move forward in an informed and intelligent manner - hopefully to make barrels of cold cash. Me? My Cold Climate Cash will come by helping my company make smarter and better decisions, and higher profits, based on something else I picked up in "Cold Cash": Ringer's Theory of Reality: "Reality isn't the way you wish things to be, nor the way they appear to be, but the way they actually are. Either you acknowledge reality and use it to your benefit, or it will automatically work against you." The Reality of Climate Change is clear: there are profits to be made by acting decisively on climate change - and it's the right thing to do.

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.