

[PDF] Earth: The Sequel: The Race To Reinvent Energy And Stop Global Warming

Miriam Horn, Fred Krupp - pdf download free book



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Description:

From Publishers Weekly Environmental Defense Fund president Krupp and journalist Horn proffer a business-centric prescription for alleviating climate change, coupling the market force of capitalism with technological innovation and entrepreneurial inventiveness. The authors argue in favor of strict federal carbon caps, which would induce innovators to explore new ways to control carbon dioxide emissions. The book notes the global and historical successes of cap and trade mechanisms, such as the Clean Air Act of 1990. Designed specifically to control sulfur dioxide (which

causes acid rain), the Clean Air Act cut emissions 30% more than the law required by providing coal plant operators with a financial incentive to modernize. New technologies that would benefit from such a logical, elegant, market-based approach include one as basic as an Arizona natural gas power plant that vents its smokestack waste into a vast greenhouse, where it nourishes algae used for manufacturing biodiesel, and one as a radical as harnessing the kinetic energy of molecules as a power source. This optimistic book brims with similar ideas, balancing jargon-heavy science with engaging profiles of individuals who are blending business and science in an attempt to save the planet. (Mar.)

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Review If you're worried that the world is heading toward climatic catastrophe, here's a book to lift your spirits. -- *Harvard Business Review*

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