



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

By Jonathan Garo Koomey

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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.

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Editorial Review

Review

"Cold Cash, Cool Climate makes a compelling case for a rapid transition to carbon-efficient infrastructure."-
-Elton Sherwin, Ridgewood Capital, author of *Addicted to Energy*

"Thorough, thought-provoking, and pragmatic. A must read for entrepreneurs building profitable enterprises to address climate change!"--Vivek Mehra, August Capital

"Denying our climate challenges won't make them go away. But with Koomey's help, a motivated entrepreneur can better understand and profit from the huge opportunities they present." —Amory B. Lovins, Chairman and Chief Scientist, Rocky Mountain Institute

"The idea that entrepreneurs can be a powerful instrument of environmental progress is not new, but *Cold Cash, Cool Climate* is a timely and cogent summary of the task and the opportunities entrepreneurs now confront in the most important startup ever." —www.switchboard.nrdc.org

"Once I started *Cold Cash, Cool Climate* I was hooked, persuaded, and ready to share its lessons with others. The book is compelling and important, and deserves to be read widely." —Rick Diamond, staff scientist, Lawrence Berkeley National Laboratory

"*Cold Cash, Cool Climate* is provocative, inspirational, and invaluable." —Dan Sperling, Director, Institute of Transportation Studies, University of California–Davis

"*Cold Cash, Cool Climate* is clear, concise, and inspiring. The introduction alone is worth the price of the book." —Michael Totten, Principal, AssetsforLife.net

"*Cold Cash, Cool Climate* is a beautiful, well researched and clearly written book that summarizes the climate problem in a compact and readable way. I've used it with great success in my classes on 'Engineering and Climate Change' at Stanford." —Leslie Field, Ph.D., Consulting Professor, Stanford University

About the Author

Jonathan Koomey, Ph.D., understands the climate issue as only an entrepreneurial scientist can. He's been part of the climate debate for more than two decades, as a scientist at one of the nation's foremost research labs, as a Consulting Professor at Stanford University, and as a visiting professor at Stanford University (2004-5 and 2008), Yale University (2009), and most recently at the University of California at Berkeley (2011). He is the author or coauthor of more than 150 articles and reports, as well as nine books, including the first comprehensive analysis of the implications of a 2-degree warming limit in 1989 (twenty years before the G8 nations accepted this normative target). He has been a technical advisor to half a dozen startup

companies, and was a judge and advisor for the 2005 California Clean Tech Open.

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