



Climate Capitalism: Capitalism in the Age of Climate Change

L. Hunter Lovins, Boyd Cohen

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Believe in climate change. Or don't. It doesn't matter.

But you'd better understand this: the best route to rebuilding our economy, our cities, and our job markets, as well as assuring national security, is doing precisely what you would do if you were scared to death about climate change. Whether you're the head of a household or the CEO of a multinational corporation, embracing efficiency, innovation, renewables, carbon markets, and new technologies is the smartest decision you can make. It's the most profitable, too. And, oh yes—you'll help save the planet.

In *Climate Capitalism*, L. Hunter Lovins, coauthor of the bestselling *Natural Capitalism*, and the sustainability expert Boyd Cohen prove that the future of capitalism in a recession-riddled, carbon-constrained world will be built on innovations that cutting-edge leaders are bringing to the market today. These companies are creating jobs and driving innovation.

Climate Capitalism delivers hundreds of in-depth case studies of international corporations, small businesses, NGOs, and municipalities to prove that energy efficiency and renewable resources are already driving prosperity. While highlighting business opportunities across a range of sectors—including energy, construction, transportation, and agriculture technologies—Lovins and Cohen also show why the ex-CIA director Jim Woolsey drives a solar-powered plugin hybrid vehicle. His bumper sticker says it all: "Osama bin Laden hates my car."

Corporate executives, entrepreneurs, environmentalists, and concerned citizens alike will find profitable ideas within these pages. In ten information-packed chapters, *Climate Capitalism* gives tangible examples of early adopters across the globe who see that the low-carbon economy leads to increased profits and economic growth. It offers a clear and concise road map to the new energy economy and a cooler planet.

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Why? Because this Climate Capitalism: Capitalism in the Age of Climate Change is an unordinary book that the inside of the guide waiting for you to snap that but latter it will jolt you with the secret the idea inside. Reading this book close to it was fantastic author who write the book in such remarkable way makes the content inside of easier to understand, entertaining technique but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this anymore or you going to regret it. This amazing book will give you a lot of positive aspects than the other book possess such as help improving your skill and your critical thinking means. So , still want to hesitate having that book? If I were being you I will go to the publication store hurriedly.

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