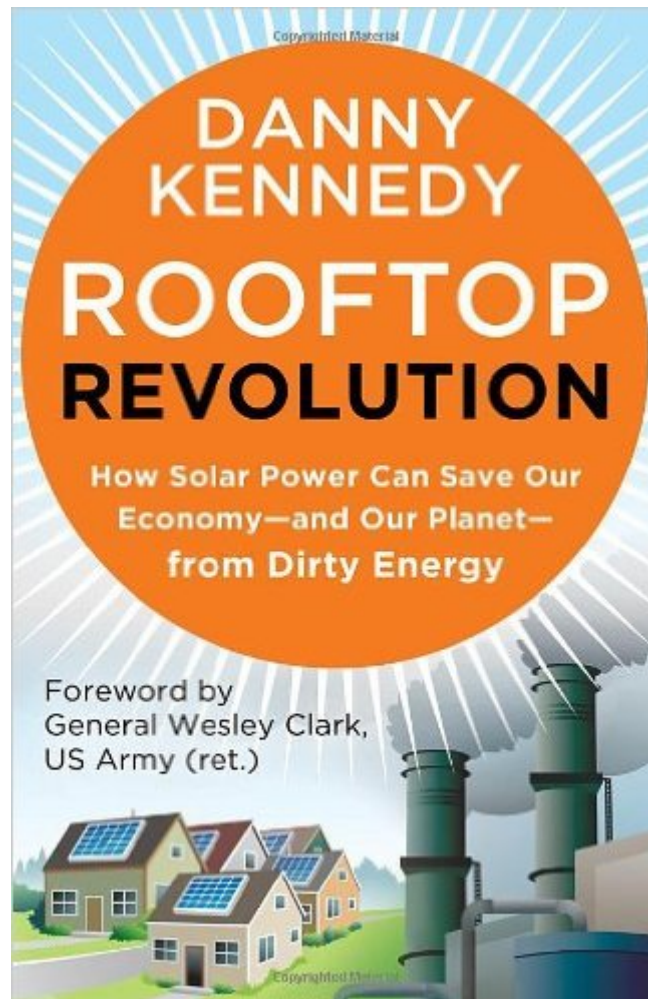


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Rooftop Revolution: How Solar Power Can Save Our Economy—and Our Planet—from Dirty Energy



Synopsis

The Biggest Untold Economic Story of Our Time Here is the truth that the powerful Dirty Energy public relations machine doesn't want you to know: the ascent of solar energy is upon us. The production of solar-generated electricity has risen exponentially in the last few years, and employment in the solar industry has doubled since 2009. Meanwhile, electricity from coal has declined to pre-World War II levels as the fossil fuel industry continues to shed jobs. Danny Kennedy systematically refutes the lies spread by solar's opponents—that it is expensive, inefficient, and unreliable; that it is kept alive only by subsidies; that it can't be scaled; and many other untruths. He shows that we need a rooftop revolution to break the entrenched power of the coal, oil, nuclear, and gas industries. Solar energy can create more jobs, return our nation to prosperity, and ensure the sustainability and safety of our planet. Now is the time to move away from the dangerous energy sources of the past and unleash the amazing potential of the sun.

Book Information

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Customer Reviews

Pasted from Lenz Blog, hyperlinks working there removed here: I just bought the Kindle version of Danny Kennedy, Rooftop Revolution, How Solar Power Can Save Our Economy - and our Planet - from Dirty Energy. I found this over Twitter. Someone retweeted this from the book's twitter feed: "#Fact: 1,000 sq miles of solar would power the whole USA. The oil & gas industries use 10x that. pic.twitter.com/DHvmJWnQ @bruneski" I enjoyed reading this book. The author is clearly

enthusiastic about the subject, and knows a lot. I learned several new facts. One interesting point he makes: Fossil fuel is also solar energy, though used in a "laughably inefficient way". I agree with that assessment. The inefficiency is masked by the fact that humanity is using the resources stored in millions of years in one year. But if anybody tried to produce fossil fuel from scratch the way nature has been doing it for us, they would quickly learn that waiting hundred of millions of years for your vast forests to be converted does not make a convincing business model. I liked the chapter about leading and inspiring people in the field of solar, some of whom I already had noticed. But not all of them. I would recommend including some information on Masayoshi Son in the next edition. In that chapter, I was especially interested in hearing about Solarmosaic. They are in the process of setting up an interesting crowdsourcing model for solar projects. Their website says they are now working with the Securities and Exchange commission on their business model.

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