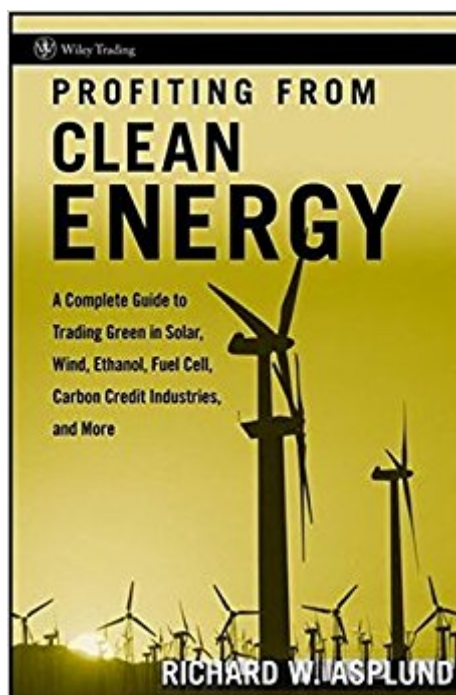




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# Profiting From Clean Energy: A Complete Guide To Trading Green In Solar, Wind, Ethanol, Fuel Cell, Carbon Credit Industries, And More



## Synopsis

With *Profiting from Clean Energy*, respected investment analyst Richard Asplund provides an in-depth explanation of the technology and industry structure behind various sectors of this field and in the process identifies more than 150 stocks related to clean energy. Along the way, Asplund discusses exactly what it takes to effectively invest in clean energy—whether it be through buying individual stocks, investing in green exchange-traded funds or mutual funds, or trading the biofuel and carbon credit markets.

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## Customer Reviews

"â offers readers a thorough guide to the basics of clean energy investment opportunities". (City AM, Tuesday 17th March 2008)

Clean energy, simply put, has all the earmarks of being one of the best investment trends ever. Better yet, it is still very early in the game and the bulk of the money has yet to be made. This book provides investors with a straightforward guide on how to invest in the diverse and fast-moving clean energy sector. The demand for new and cleaner forms of energy comes not only from climate change and energy security concerns, but also from the sheer amount of new energy generation that will be needed to satisfy the world's fast-growing needs. World energy demand will grow 57% by 2030 and \$4 trillion of new power generation assets are needed by 2030, according to official energy agencies. With this huge target market, the clean energy industry can easily grow at

double-digit annual rates for decades. Clean energy includes very different sub-sectors including solar power, wind power, fuel cells, geo-thermal, biomass and biogas, wave and tide power, efficient appliances and lighting, efficient buildings, smart meters, advanced power storage, hybrid battery technology, biofuels, cleaner coal, carbon trading, and others. Each of these sub-sectors features different technology, growth drivers, and players. With *Profiting from Clean Energy*, respected investment analyst Richard Asplund provides an in-depth explanation of the technology and industry structure behind these sub-sectors and in the process identifies more than 150 stocks related to clean energy. Asplund provides criteria for choosing the best clean energy stocks and offers an investment opinion on each of the main clean energy sub-sectors. He also discusses how to invest in clean energy, whether through buying individual stocks, investing in green exchange-traded funds or mutual funds, or trading the biofuel and carbon credit markets. In short, this book provides an easy way for investors to quickly become experts in the clean energy industry and discover its many exciting investment opportunities. This book also has a companion Web site ([www.ProfitFromCleanEnergy.com](http://www.ProfitFromCleanEnergy.com)) that will continue to provide essential information about this evolving topic. On it, you'll find resource links for further research, industry conference lists, clean energy video clips, and much more. In addition, you can sign up for a free newsletter to receive timely news about the clean energy industry as well as updates to this book.

This system is basic for easy comprehension and explanation.

Muy interesante.

I felt this book was long winded and outdated. The website associated with it was also not kept up to date. I was dissapointed.

Asplund covers solar, geothermal and wind power, fuel cells, biofuels, clean coal and power efficiency, clean utilities via green pricing, cfl bulbs and energy star programs and biomass, organic matter that was once a living plant or tree or waste matter and either burning or extracting it. He does not cover nuclear, recycling, enviro cleanup, shale. What's good is that he gives you both the pros and the cons of each type of technology and at times can be very technical in discussing how that particular energy works. He does admit that without governmental incentives, many of these types of clean energy methods are not cost effective, but that is the weak point in this book -- while it is obvious he knows how much subsidies they require and why, he doesn't really let you in on that

secret, so as the reviewer from Switzerland noted, Pres Obama is encouraging this (the Solyndra scandal a notable example) we do not know whether that is a good venue for govt dollars vs alternatives. So in effect he downplays the cost effectiveness of each technology. His website does pretty much the same, so in the end this book becomes a cheerleader for Clean Energy and does not truly vet the process. Also under solar energy, since he is interested in investable companies that are now public, i.e. 2008, he does not mention companies or technologies that are on the horizon that one should watch for perhaps future IPOs, investments, development. Other than that, you can learn a lot about what's going on but in this field, and I surely did, but this book is not as definitive as the author proclaims.

Clean energy's time has come. President Barack Obama's administration is emphasizing this point and communities worldwide are confirming it. As a result, clean energy research has become one of today's hottest topics, which makes Richard W. Asplund's book especially timely. This comprehensive, scholarly guide teaches investors about the factors that drive the clean energy business. Asplund explains the critical variables of various clean energy resources and identifies major companies in each specialized area. [getAbstract](#) recommends this reference work to active, self-guided investors who are interested in exploring clean energy's profit potential. They will appreciate Asplund's valuable research, which includes detailed explanations of green technology innovations and other current industry data.

The author has done an excellent job !!! This book is very informative and has been very well researched one. Everything you wanted to know about clean energy is available here.

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