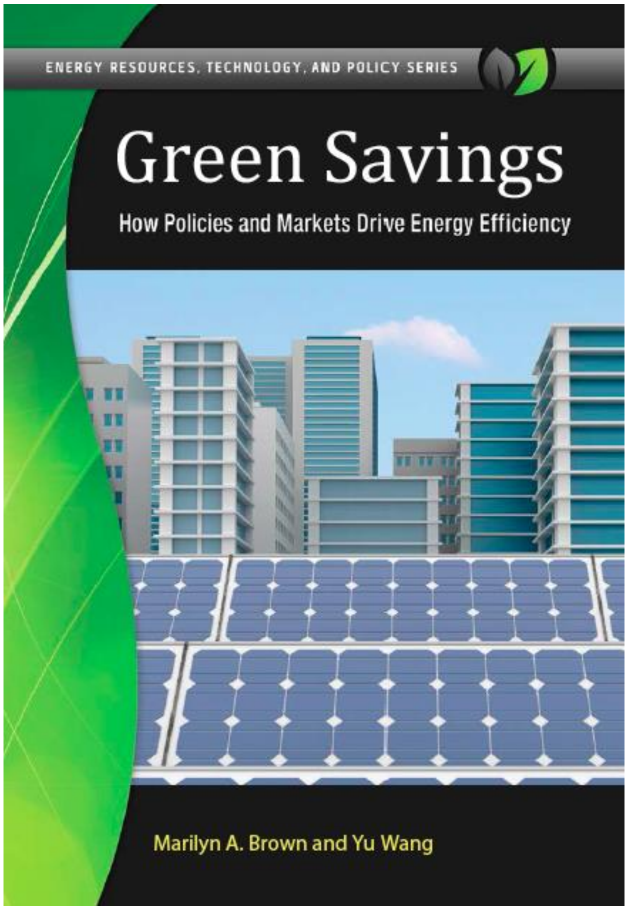
GREEN SAVINGS

By Marilyn Brown and Yu Wang (Praeger Press, 2015)



This landmark work characterizes the benefits of managing the demand for electricity, investigating its policy and market drivers, and analyzing its potential billion-dollar benefits to the U.S. economy.

U.S. consumers tend to use energy indiscriminately—something they may no longer be able to do with impunity. This game-changing book asserts that reducing fossil-fueled energy consumption should be a frontline strategy to address global climate change, threats to energy security, and the challenge of grid reliability.

To make their case for the necessity of prioritizing demand reduction, the authors examine the policies and markets operating in a number of leading cities, states, and nations across the globe to uncover the keys to their success. They combine the theories, data, and policy analysis needed to understand energy efficiency and explain why these technologies are not more pervasive. The book will be an eye-opener for policymakers, energy professionals, and the public as it demonstrates how cost-effective demand reduction policies can improve air quality, strengthen electricity markets, and generate jobs.

The hardback ($48) and e-book are available at:

http://www.abc-clio.com/Praeger/product.aspx?pc=A4272C