

[Download free pdf] Green Is Good: Save Money, Make Money, and Help Your Community Profit from Clean Energy

## Green Is Good: Save Money, Make Money, and Help Your Community Profit from Clean Energy

Brian Keane

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**Brian Keane : Green Is Good: Save Money, Make Money, and Help Your Community Profit from Clean Energy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Green Is Good: Save Money, Make Money, and Help Your Community Profit from Clean Energy:

3 of 3 people found the following review helpful. Green is Good - a primer for modern Americans who want to go greenBy Bob AdamsonBrian Keane's new book, "Green is Good" is small in size, but packs a lot of detailed

information, insightful stories, scientific research, and wonderful suggestions to help the readers understand and incorporate "green" into their own life. From the everyday simple things around the house to the big picture, this small book has lots of big ideas to encourage green behavior in modern America. It's easy to read yet thought provoking and may change your life for the better!

1 of 1 people found the following review helpful. Great Green book - extremely well written  
By Suzie Dawson  
This is an extremely well written book and right on the mark. The author is well versed in this subject and puts it all in plain terms. Easy to read and makes sense.

1 of 1 people found the following review helpful. Excellent book for everyone, not just environmentalists  
By Nate  
This is a great book that makes compelling arguments for green energy use. The premise is this: green energy simply makes sense from just about every perspective. It won't replace non-renewables completely any time soon, but it should flourish side by side with them. Our energy needs are enormous, and this book shows how renewables have the potential to rise to meet them. But there are problems. Green energy has a strong stigma, and is often associated with crazy environmentalists or left wing liberals. Green energy is for everyone though, and it simply makes sense, economically, environmentally, and sustainability-wise. Brian Keane makes the argument that we need to change the image and advertise green energy technologies and companies with the same vigor and budget that Coca Cola or Nike or McDonald's advertises. Once green energy becomes more mainstream, it can really rise to fill the great potential that it has.

I purchased this from Audible, and it should be noted that the recording is extremely rough with apparently no editing. The author narrates his own book, so the passion for the subject carries through, but every time he makes a reading mistake, he goes back to the beginning of the sentence and re-reads it. This is pretty low quality for what ought to be a professional recording.

Here is a no-nonsense guide to how you, the average American, can easily make clean energy and energy efficiency part of your daily life, saving money, making money, and weaning your community off fossil fuels in the process. Energy guru Brian F. Keane walks you through the cost-benefit trade-offs of the exciting new technologies and introduces you to revolutionary clean-energy products on the horizon, making the ins and outs of renewable energy easily accessible. Featuring compelling, real-life stories that bring clean-energy problems and solutions from 30,000 feet to street level, *Green Is Good* walks you that last mile from awareness to adoption. It demonstrates how all of us can seize the opportunity and profit from it. Keane also discusses the challenges that clean energy faces, laying out time-tested strategies to overcome them. A renewable energy future isn't just good for the environment; it's good for the economy, and *Green Is Good* will show you how—before it's too late.

If 'Greed is good' is a catchphrase for unbridled capitalism, then 'Green is good' should be its flipside: There are amazing economic opportunities for those who act with environmental responsibility. Brian F. Keane educates us that green is not only the color of a healthy planet, it is also the color of money.

—Michael Douglas  
The Imagine Peace Tower in Iceland uses geothermal power to send a beam through the universe. That beam represents love of each other and of mother earth. It's an absolutely pure message!

Brian Keane's message about clean energy is as important, and it must travel as far.

—Yoko Ono Lennon  
"Green is good—and Keane is green!"

—George Stephanopoulos  
Keane proves it's possible to still teach an old dog new tricks. This book is for those who know they can do more to go green but don't know where to start. A must-read for every generation.

—Ed Asner  
Brian Keane's practical, idea-filled book takes living 'green' from a good idea to a reality.

—Douglas I. Foy, former Massachusetts secretary of Commonwealth Development and former president of the Conservation Law Foundation  
"A no-nonsense and easy-to-read approach to going green. Keane shows how to leverage the power of community to have the most cost-effective programs."

—Gary Simon, former senior vice president of Northeast Utilities  
"There are countless opportunities to implement clean energy effectively. Through insightful examples drawn from his experience, Keane makes the powerful case that crisp communication and compelling marketing are critical for the industry's success."

—Alex Laskey, president and founder of Opower  
"Green Is Good is a critical book for our age. Environmental degradation is the most important strategic challenge we face, but, unless people understand the issues and the opportunities at a personal level, we can't achieve the cultural shift necessary to create major change. Brian Keane expertly does this."

—R. Seetharaman, CEO of Doha Bank  
Credible, consumer-friendly, engaging writing; Keane expertly tells the clean energy story with humor and anecdotes likely to capture readers who want to learn more. Keane takes us to a place where economic advantage and public good align. *Green Is Good* offers an economic message that even Gekko might buy.

—RealEnergyWriters.com