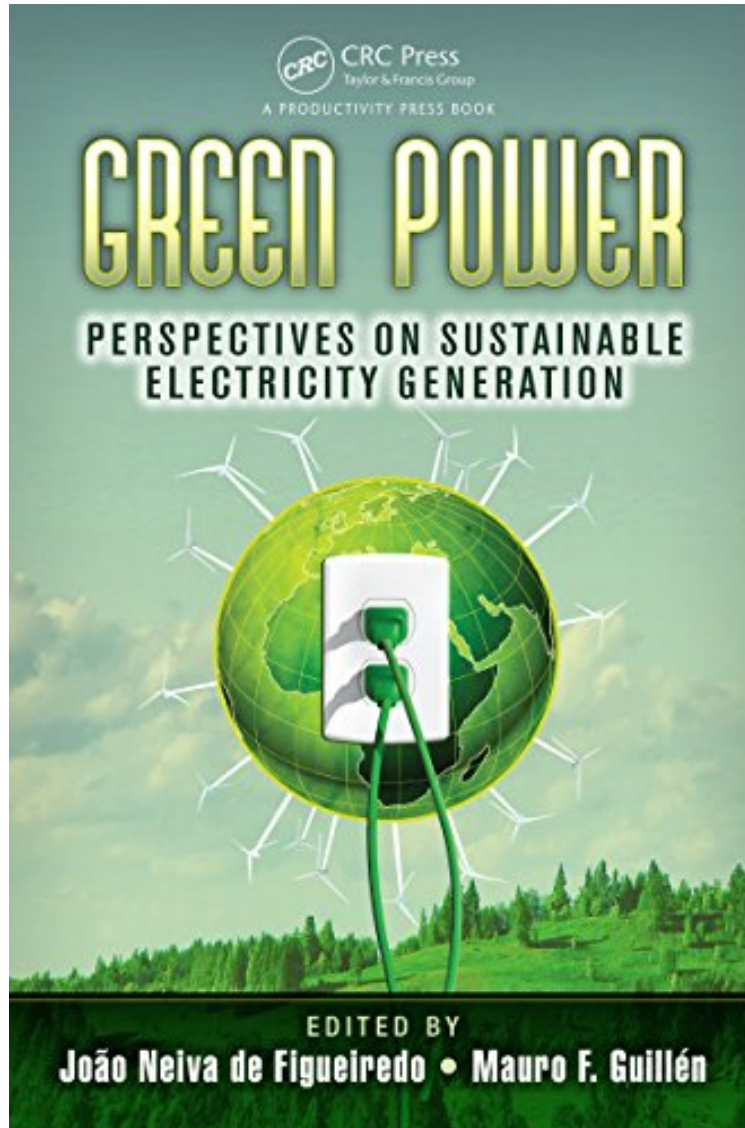


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Green Power: Perspectives on Sustainable Electricity Generation

Joao Neiva de Figueiredo

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Joao Neiva de Figueiredo : Green Power: Perspectives on Sustainable Electricity Generation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Green Power: Perspectives on Sustainable Electricity Generation:

Green Power: Perspectives on Sustainable Electricity Generation provides a systematic overview of the current state of green power and renewable electrical energy production in the world. Presenting eight in-depth case studies of green power production and dissemination, it illustrates the experiences and best practices of various countries on this topic

of critical importance. The book's case studies provide readers with policy, business, and societal perspectives. They examine the differences in each country's natural endowments, cultural make-up, technological development, public-policy concerns, and institutional incentive structures relative to the advancement of green and sustainable energy. Considers China's energy profile and what is being done to reduce the country's reliance on coal. Describes the cultural foundations and institutional environment that gave birth to Germany's energy revolution. Supplies an overview of the renewable energy sector in Spain and analyzes its future prospects in light of recent economic difficulties. Reports on French Polynesia's progress in its quest to generate half of its electricity from renewable sources by 2020. Investigates the feasibility of biomass as a large-scale electricity generation option. Explores the vision of power generation in space that could solve mankind's energy needs permanently. By illustrating the experiences of other nations, the book outlines valuable lessons learned and best practices that can be extremely helpful to other countries as they seek a greener energy profile. Supplying a timely overview of renewable and non-renewable electric power sources, it provides in-depth analysis of the key factors that affect success. It also identifies practices that have been precursors to failure so you can avoid making the same mistakes in your quest to contribute to the long-overdue advancement of green energy.

About the Author: João Neiva de Figueiredo is an Associate Professor in the Department of Management at Saint Joseph University's Haub School of Business and Senior Fellow at the University of Pennsylvania's Wharton School. With over 20 years experience in international business, Dr. Neiva was a consultant at McKinsey Company, a Vice President at Goldman Sachs, and a partner at JPMorgan Partners. His research and teaching focus on the role and effects of sustainability practices in the areas of strategy and international management. Dr. Neiva holds Electrical and Systems Engineering degrees from Rio de Janeiro's PUC, an MBA with high distinction (Baker Scholar) from the Harvard Business School, and a PhD in Business Economics from Harvard University. Mauro F. Guillen is the Director of the University of Pennsylvania's Joseph H. Lauder Institute of Management and International Studies, and Dr. Felix Zandman Professor of International Management at the Wharton School. He has written extensively about multinational firms, economic development, and the diffusion of innovations. He received his PhD in Sociology from Yale and a doctorate in Political Economy from the University of Oviedo in his native Spain.