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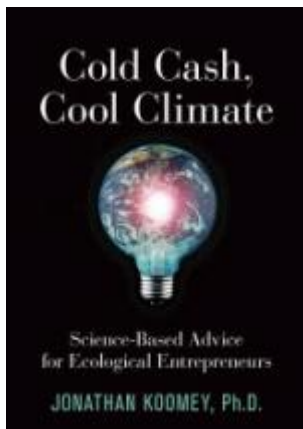
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12.21.2012

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NCSE is pleased to offer a free [preview](#) [4] (PDF) of Jonathan Koomey's [Cold Cash, Cool Climate: Science-Based Advice for Ecological Entrepreneurs](#) [5] (Analytics Press, 2012). The preview consists of chapter 5, "The Scope of the Problem," in which Koomey writes, "Climate change is probably the biggest challenge modern humanity has ever faced. It's bigger than World War II, because it will take decades to vanquish this foe. It's harder than ozone depletion ... And it's more intractable than the Great Depression ..."

According to the publisher, "this book describes how to profit from tackling climate change, one of this century's greatest challenges. Industry expert Dr. Jonathan Koomey acts as your company's scientific advisor, summarizing the business implications of the climate problem for both new and existing ventures. Koomey helps you effectively allocate scarce time and resources to the most promising opportunities, drawing upon his more than 25 years of experience in analyzing and implementing climate solutions."

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