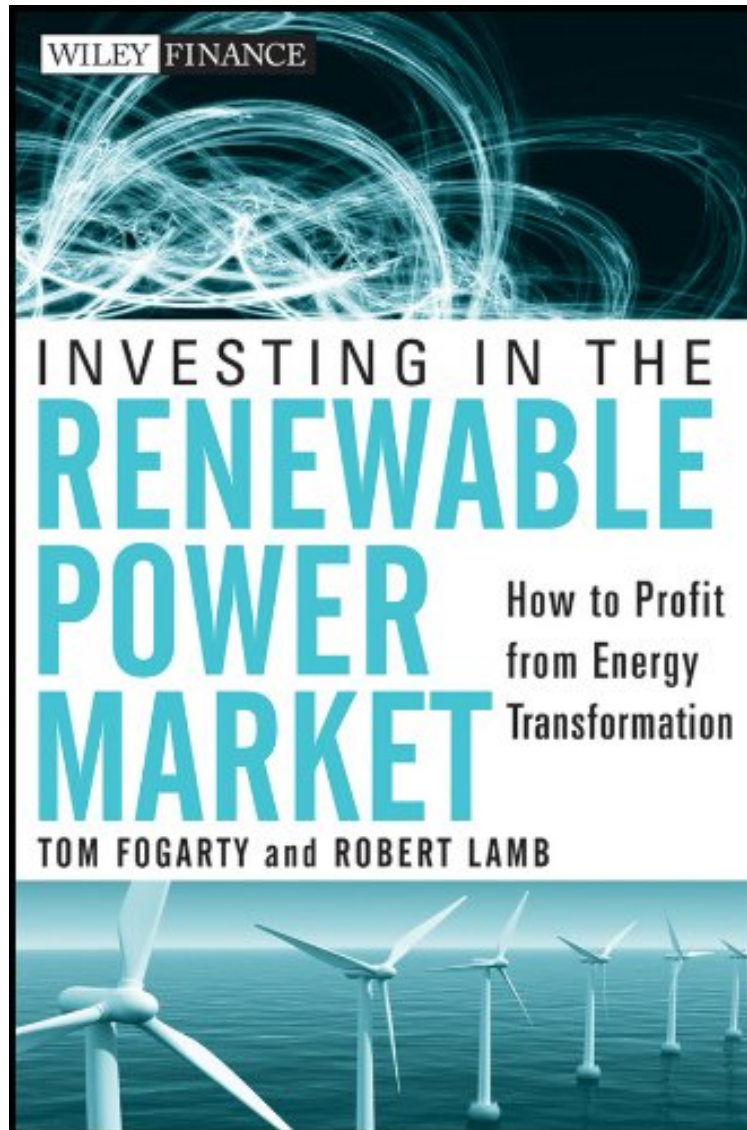


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## Investing in the Renewable Power Market: How to Profit from Energy Transformation (Wiley Finance)

*Tom Fogarty, Robert Lamb*

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**Tom Fogarty, Robert Lamb : Investing in the Renewable Power Market: How to Profit from Energy Transformation (Wiley Finance)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Investing in the Renewable Power Market: How to Profit from Energy Transformation (Wiley Finance):

The financial challenges facing clean energy installations The path to the widespread adoption of renewable energy is littered with major technological, legal, political, and financial challenges. Investing in the Renewable Power Market is a reality check for the mass roll out of green energy and its financial dominance of the world energy market, focusing on real energy costs and global energy needs over the next decade. If green energy is to be truly successful, the market must be properly understood, so that dreams of a green future do not lead to actual energy nightmares. The first book to cover the major investing challenges and monetary constraints placed on electric power companies as they race to meet their green energy requirements, Investing in the Renewable Power Market explains how generating electricity is totally different from other energy enterprises in that it is highly regulated and its product cannot be stored. This combination greatly affects the finances of renewable power and influences how investors should navigate the energy market. To help the reader better understand the current state of the alternative energy industry, the book: Details the challenges facing green energy, such as the fact that it is priced compared to natural gas, which is currently at an all-time low Analyzes real energy costs and the global demand for energy over the next decade Describes why, in the short term, investment opportunities with renewable power will be with financial and operational restructurings The green energy market is currently facing enormous challenges, but Investing in the Renewable Power Market explains the real costs of energy, the future of the energy market, and how to profit in both the long and short term.

From the Inside FlapIt's easy to be entranced by dreams of a world powered entirely by renewable energy, but numerous technological, legal, political, and financial challenges stand in the way of an all-green future. Water, wind, solar, and other sustainable energy sources have great upside, but can be incredibly expensive to develop and implement. Designed to help investors, energy practitioners, students, and anyone interested in green energy to understand the costs, benefits, rewards, and limitations of renewable power today and for the foreseeable future, Investing in the Renewable Power Market evaluates the entire spectrum of energy resources—fossil-based and renewable—looking at the technical and economic issues that determine their profitability and feasibility. Sustainable energy sources have become a hot topic in recent years, but until now, no book has explored the market competition between green and traditional technologies. Beginning with an overview of renewable power projects, including a look at the current energy market, the book encompasses everything from analyzing power project economics to in-depth assessments of individual power sources ranging from solar thermal plants to nuclear energy. A cutting-edge look at the many recent developments in renewable energy technologies, the book explores how sustainable resources compare to energy produced from fossil fuels, extant energy storage technologies, energy transmission and demand-side management, and much more. Energy generated using renewable methods is radically different from other energy enterprises—it is highly regulated and the product cannot be stored—and as a result the finances involved are also unique. Designed to help readers understand the investment implications of these differences and the sure-to-be intense competition between myriad types of energy, the book provides a clear understanding of the current state of the alternative energy industry and the associated financial pros and cons for government, industry, and investors. Stressing the need to utilize multiple energy resources to meet energy demands, Investing in the Renewable Power Market explains the ongoing market battle between green and traditional sources of energy, the future of the energy market, and how to profit in both the long and short term.

From the Back CoverPraise for Investing in the Renewable Power MarketHow to Profit from Energy Transformation "While energy demand in the world is soaring and prices rising, building a business case on how to tackle this energy crisis is more important than ever. Fogarty and Lamb skillfully analyze the costs of various energy alternatives, demonstrating both the necessity for and the challenges facing a renewable energy resolution."—Finn Luuml;tzow-Holm Myrstad, Deputy Director, Statnett SF "Only when growth in renewable energy capacity and innovations in renewable energy technology are achieved can future generations grow the world economy sustainably and live in prosperity."—Lukas Gresnigt, Head of Business Development, Statkraft, one of Europe's leading renewable energy companies The financial side of green energy technologies The battle for market share between new sustainable sources and more traditional fuels is sure to intensify, and Investing in the Renewable Power Market is an unbiased look at what the future holds, focusing on global energy needs and costs over the next decade. If green energy is to be truly successful, it must be properly understood, so that dreams of a green future don't turn into energy nightmares. Explaining how generating electricity sustainably is totally different from other energy enterprises and how this affects how investors should navigate the energy market, this book details the challenges facing green energy, such as the fact that it is highly priced compared to natural gas, which is currently at an all-time low, as well as analyzing the real costs and demands of energy production. Explaining the current state of the alternative energy industry, its potential, and its limits, Investing in the Renewable Power Market is essential reading for investors, energy practitioners, students, and anyone interested in green energy.

About the AuthorThomas Fogarty has spent his entire career managing energy industry project development and financing electric power projects. He has written an editorial in the Daily Bankruptcy and has been quoted on the many current challenges facing renewable power. Robert Lamb is a Professor at New York University's Stern School of Business and a management consultant. He was previously strategy advisor and debt advisor to the New York State Power Authority and, over the past twenty-five years, has developed and taught customized courses

for investment banks and corporations, including Goldman Sachs, Deutsche Bank, Merrill Lynch, Morgan Stanley, and Citibank American Express. Dr. Lamb has written numerous books and contributed chapters on the financing of public power projects and is a founding member of Standard Poor's Academic Counsel of Advisors.