



## Profiting from Clean Energy: A Complete Guide to Trading Green in Solar, Wind, Ethanol, Fuel Cell, Carbon Credit Industries, and More

By Richard W. Asplund

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With *Profiting from Clean Energy*, respected investment analyst Richard Asplund provides an in-depth explanation of the technology and industry structure behind various sectors of this field and in the process identifies more than 150 stocks related to clean energy. Along the way, Asplund discusses exactly what it takes to effectively invest in clean energy—whether it be through buying individual stocks, investing in green exchange-traded funds or mutual funds, or trading the biofuel and carbon credit markets.

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## **Profiting from Clean Energy: A Complete Guide to Trading Green in Solar, Wind, Ethanol, Fuel Cell, Carbon Credit Industries, and More By Richard W. Asplund Bibliography**

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### **Editorial Review**

#### Review

"...offers readers a thorough guide to the basics of clean energy investment opportunities". (*City AM*, Tuesday 17th March 2008)

#### From the Inside Flap

Clean energy, simply put, has all the earmarks of being one of the best investment trends ever. Better yet, it is still very early in the game and the bulk of the money has yet to be made. This book provides investors with a straightforward guide on how to invest in the diverse and fast-moving clean energy sector.

The demand for new and cleaner forms of energy comes not only from climate change and energy security concerns, but also from the sheer amount of new energy generation that will be needed to satisfy the world's fast-growing needs. World energy demand will grow 57% by 2030 and \$4 trillion of new power generation assets are needed by 2030, according to official energy agencies. With this huge target market, the clean energy industry can easily grow at double-digit annual rates for decades.

Clean energy includes very different sub-sectors including solar power, wind power, fuel cells, geo-thermal, biomass and biogas, wave and tide power, efficient appliances and lighting, efficient buildings, smart meters, advanced power storage, hybrid battery technology, biofuels, cleaner coal, carbon trading, and others. Each of these sub-sectors features different technology, growth drivers, and players.

With *Profiting from Clean Energy*, respected investment analyst Richard Asplund provides an in-depth explanation of the technology and industry structure behind these sub-sectors and in the process identifies more than 150 stocks related to clean energy. Asplund provides criteria for choosing the best clean energy stocks and offers an investment opinion on each of the main clean energy sub-sectors. He also discusses how to invest in clean energy, whether through buying individual stocks, investing in green exchange-traded funds or mutual funds, or trading the biofuel and carbon credit markets.

In short, this book provides an easy way for investors to quickly become experts in the clean energy industry and discover its many exciting investment opportunities.

This book also has a companion Web site ([www.ProfitFromCleanEnergy.com](http://www.ProfitFromCleanEnergy.com)) that will continue to provide essential information about this evolving topic. On it, you'll find resource links for further research, industry conference lists, clean energy video clips, and much more. In addition, you can sign up for a free newsletter to receive timely news about the clean energy industry as well as updates to this book.

#### From the Back Cover

#### Praise for *Profiting From Clean Energy*

"We are on the road to ending our reliance on oil and coal, and it's about time. Here is a book that can definitely help you profit, as we slay the dragon!"

—Yale Hirsch, founder and coauthor of the *Stock Trader's Almanac*

"An impressive, well-written resource for an investment arena destined to become vital to us. Clear, sound advice for anyone investing in new technology or growth industries. Highly recommended."

—Perry Kaufman, author of *New Trading Systems and Methods*, Fourth Edition

"Few people recognize the breadth of opportunities available in the clean energy sector. This book provides an outstanding and very informative guide for the clean energy sector, whether for pure understanding or for deciding how to invest in the sector."

—Richard P. Kiphart, head of William Blair & Company's Corporate Finance Department, and Chairman of Lime Energy

"The clean energy sector will be the most dynamic opportunity for investors in the next few decades, and accurate insight and information will determine investment success. Richard Asplund has provided a vital and comprehensive road map for those dedicated to leading and profiting from the disruptive shift to a vibrant clean energy economy. Smart investors should not proceed without first studying this valuable book."

—Travis Bradford, author of *Solar Revolution* and founder of the Prometheus Institute

"Bravo! Profiting from Clean Energy is destined to become the bible for clean energy investors. Richard Asplund has clearly identified the various sub-sectors and drivers and provided a clear road map for investors."

—William Custer, President and CEO of Custer Capital

## **Users Review**

### **From reader reviews:**

#### **Dorothy Waddell:**

What do you ponder on book? It is just for students since they're still students or the item for all people in the world, exactly what the best subject for that? Simply you can be answered for that problem above. Every person has different personality and hobby for each other. Don't to be pushed someone or something that they don't wish do that. You must know how great as well as important the book *Profiting from Clean Energy: A Complete Guide to Trading Green in Solar, Wind, Ethanol, Fuel Cell, Carbon Credit Industries, and More*. All type of book are you able to see on many resources. You can look for the internet solutions or other social media.

#### **Edward Torres:**

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**Eric McDonald:**

The particular book Profiting from Clean Energy: A Complete Guide to Trading Green in Solar, Wind, Ethanol, Fuel Cell, Carbon Credit Industries, and More has a lot info on it. So when you make sure to read this book you can get a lot of profit. The book was compiled by the very famous author. The writer makes some research prior to write this book. That book very easy to read you may get the point easily after reading this article book.

**Dora Champagne:**

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