



# Climate Capitalism: Capitalism in the Age of Climate Change

*L. Hunter Lovins, Boyd Cohen*

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**Climate Capitalism: Capitalism in the Age of Climate Change** L. Hunter Lovins, Boyd Cohen  
Believe in climate change. Or don't. It doesn't matter.

But you'd better understand this: the best route to rebuilding our economy, our cities, and our job markets, as well as assuring national security, is doing precisely what you would do if you were scared to death about climate change. Whether you're the head of a household or the CEO of a multinational corporation, embracing efficiency, innovation, renewables, carbon markets, and new technologies is the smartest decision you can make. It's the most profitable, too. And, oh yes—you'll help save the planet.

In *Climate Capitalism*, L. Hunter Lovins, coauthor of the bestselling *Natural Capitalism*, and the sustainability expert Boyd Cohen prove that the future of capitalism in a recession-riddled, carbon-constrained world will be built on innovations that cutting-edge leaders are bringing to the market today. These companies are creating jobs and driving innovation.

*Climate Capitalism* delivers hundreds of indepth case studies of international corporations, small businesses, NGOs, and municipalities to prove that energy efficiency and renewable resources are already driving prosperity. While highlighting business opportunities across a range of sectors—including energy, construction, transportation, and agriculture technologies—Lovins and Cohen also show why the ex-CIA director Jim Woolsey drives a solar-powered plugin hybrid vehicle. His bumper sticker says it all: “Osama bin Laden hates my car.”

Corporate executives, entrepreneurs, environmentalists, and concerned citizens alike will find profitable ideas within these pages. In ten information-packed chapters, *Climate Capitalism* gives tangible examples of early adopters across the globe who see that the low-carbon economy leads to increased profits and economic growth. It offers a clear and concise road map to the new energy economy and a cooler planet.

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