



Reinventing Fire: Bold Business Solutions for the New Energy Era

Amory Lovins, Rocky Mountain Institute

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Imagine fuel without fear. No climate change. No oil spills, no dead coalminers, no dirty air, no devastated lands, no lost wildlife. No energy poverty. No oil-fed wars, tyrannies, or terrorists. No leaking nuclear wastes or spreading nuclear weapons. Nothing to run out. Nothing to cut off. Nothing to worry about. Just energy abundance, benign and affordable, for all, forever.

That richer, fairer, cooler, safer world is possible, practical, even profitable-because saving and replacing fossil fuels now works better and costs no more than buying and burning them. *Reinventing Fire* shows how business-motivated by profit, supported by civil society, sped by smart policy-can get the US completely off oil and coal by 2050, and later beyond natural gas as well.

Authored by a world leader on energy and innovation, the book maps a robust path for integrating real, here-and-now, comprehensive energy solutions in four industries-transportation, buildings, electricity, and manufacturing-melding radically efficient energy use with reliable, secure, renewable energy supplies. Popular in tone and rooted in applied hope, *Reinventing Fire* shows how smart businesses are creating a potent, global, market-driven, and explosively growing movement to defossilize fuels. It points readers to trillions in savings over the next 40 years, and trillions more in new business opportunities. Whether you care most about national security, or jobs and competitive advantage, or climate and environment, this major contribution by world leaders in energy innovation offers startling innovations will support your values, inspire your support, and transform your sense of possibility. Pragmatic citizens today are more interested in outcomes than motives. *Reinventing Fire* answers this trans-ideological call. Whether you care most about national security, or jobs and competitive advantage, or climate and environment, its startling innovations will support your values, inspire your support, and transform your sense of possibility.



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