

# GREEN

YOUR PLACE IN THE NEW  
ENERGY REVOLUTION

JANE<sup>s.</sup> HOFFMAN

AND

MICHAEL<sup>3.</sup> HOFFMAN

palgrave  
macmillan

## CONTENTS

Introduction: Even Dogs Can See in Green	1
1 Green Money	11
2 Energy Present	27
3 Renewable Energy, A Primer	57
4 Power Playing	73
5 Power to the People	115
6 Fuelish Choices	129
7 Creating a Renewable Industry	159
8 Technologies that Don't Exist Yet	181
9 The Global Low-Carbon Economy	193
10 The Green Standard: Best Practices	203
Conclusion: The Green Economy	229
<i>Source Notes</i>	235
<i>Index</i>	245