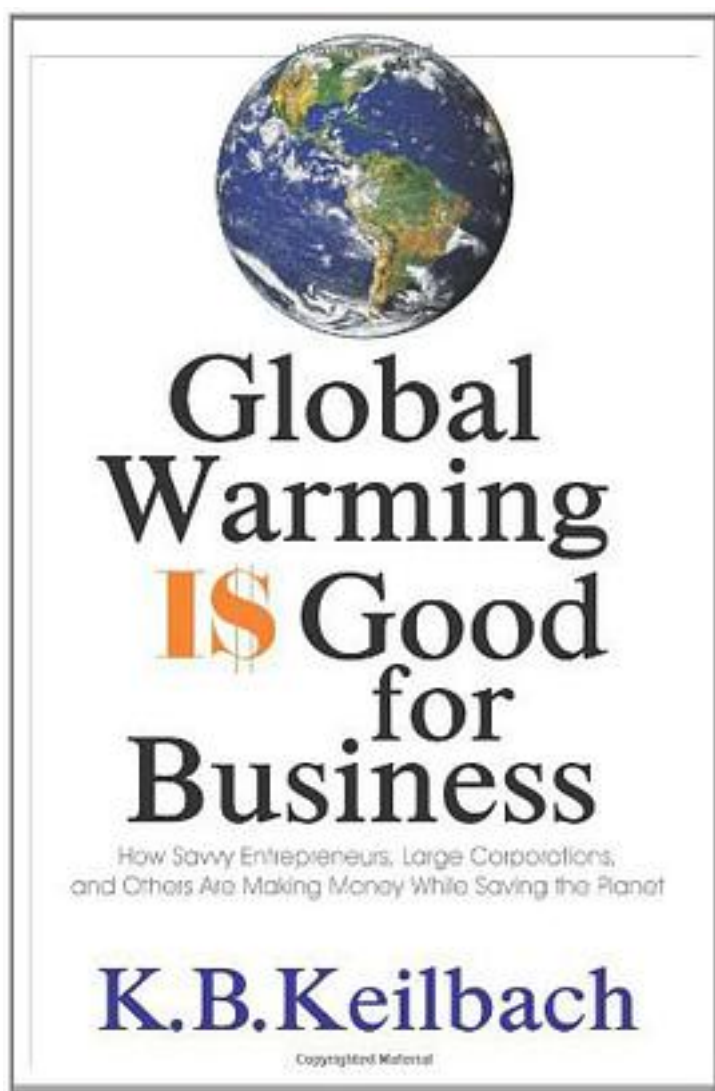


Global Warming is Good for Business



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As consumers demand planet-friendly products and investors look for "green companies" to put their money into, more and more businesses are actively seeking ways to fill this demand. Whether their initial motives are altruistic or not, entrepreneurs, venture capitalists, and corporate leaders are finding a huge market for green goods and services. Bottom line: Global warming is good for business. In *Global Warming Is Good for Business*, journalist K.B. Keilbach explores the people and forces at work today that deal with and profit from global warming. From universities, whose research projects spin off green business opportunities, to entrepreneurs and large companies scrambling onto the green bandwagon--all mixed with government agencies attempting to support the effort--Keilbach's entertaining narrative reveals an expansive community coming together to change the world and make a profit, one joule at a time.

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