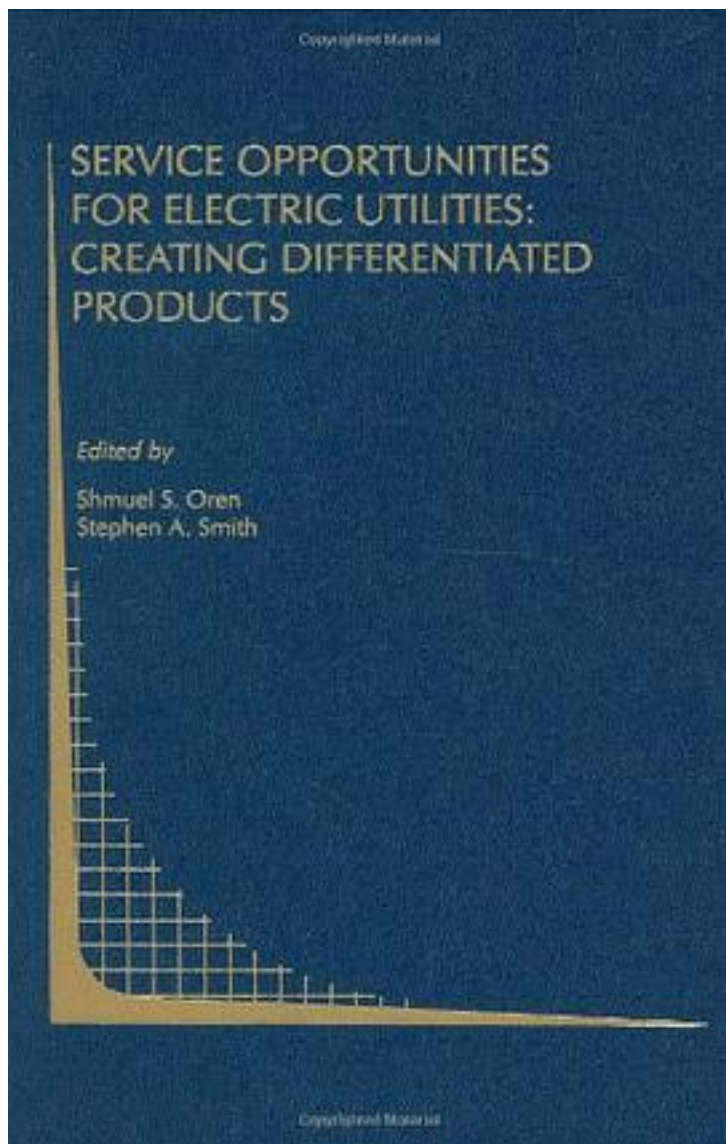


Service Opportunities for Electric Utilities



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This book brings together researchers and practitioners from academia, the utility industry, private and public organizations and regulatory agencies to address various challenges and opportunities related to product differentiation in the electric power industry. The book's objectives are to: review the state of the art in implementing reliability differentiated electric services; address the entire process for developing and implementing reliability differentiated product menus including research, design, marketing, implementation and evaluation; consider technical, economics, and regulatory barriers to implementing reliability differentiated product design; and bring together a variety of theoretical and practical experience in electric power product differentiation.

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