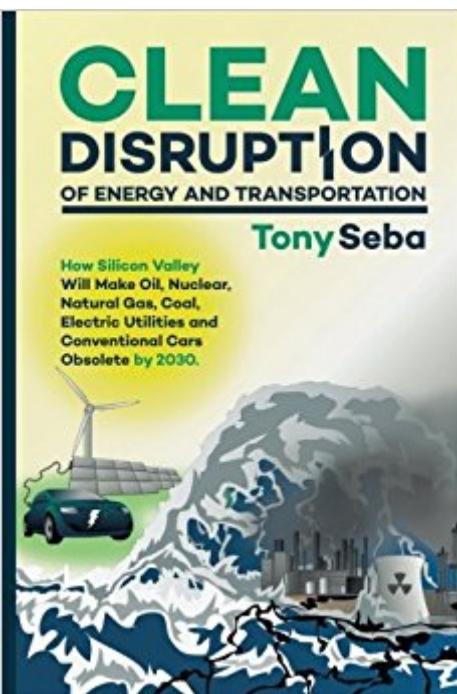


The book was found

Clean Disruption Of Energy And Transportation: How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities And Conventional Cars Obsolete By 2030



Synopsis

The industrial age of energy and transportation will be over by 2030. Maybe before. Exponentially improving technologies such as solar, electric vehicles, and autonomous (self-driving) cars will disrupt and sweep away the energy and transportation industries as we know it. The Stone Age did not end because we ran out of rocks. It ended because a disruptive technology ushered in the Bronze Age. The era of centralized, command-and-control, extraction-resource-based energy sources (oil, gas, coal and nuclear) will not end because we run out of petroleum, natural gas, coal, or uranium. It will end because these energy sources, the business models they employ, and the products that sustain them will be disrupted by superior technologies, product architectures, and business models. The same Silicon Valley ecosystem that created bit-based technologies that have disrupted atom-based industries is now creating bit- and electron-based technologies that will disrupt atom-based energy industries. This is a technology-based disruption reminiscent of how the cell phone, Internet, and personal computer swept away industries such as landline telephony, publishing, and mainframe computers. Just like those technology disruptions flipped the architecture of information and brought abundant, cheap and participatory information, the clean disruption will flip the architecture of energy and bring abundant, cheap and participatory energy. Just like those previous technology disruptions, the clean disruption is inevitable and will be swift. The industrial age of energy and transportation is already giving way to an information technology and knowledge-based energy and transportation era.

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Customer Reviews

This is not a serious book on the topic. This is a hymn book for those looking to celebrate green technology without considering evidence. Most amazingly, the book proves the opposite of its theme: it shows that solar power is currently a failure and is not disrupting traditional energy yet. If all of this sounds harsh, it is because I felt the author was deceitful in selecting evidence and withholding other crucial evidence. Let me explain. The author repeatedly cites Australia as a model of success for solar power. The country has the sunniest weather in the world, which is ideal for capturing solar energy and powering the nation. Moreover, the Australian government has enacted policies and provided subsidies to ensure solar power is embraced by the country. The result of these ideal circumstances, says the author, is that one out of ten homes in Australia has solar power installed. In discussing other countries and other states in the U.S., the author frequently cites Australia as the model. If only California or other states would go the way of Australia, they too could have the same success. And what is Australia's success? A quick check on Wikipedia shows that Australia currently receives 1% of its electricity from solar power. One percent! This is the successful result of ideal financing, sunny weather and governmental policies? By this measure, if 100% of Australian homes had solar power installed on their roofs, the country would still only receive 10% of its electricity from solar power. Of course, this one-percent statistic is omitted from the book. The book boasts how much of Denmark's total electricity is generated from wind (19).

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