

Cold Cash, Cool Climate: Science-Based Advice for Ecological Entrepreneurs

Jonathan Garo Koomey

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Cold Cash, Cool Climate: Science-Based Advice for Ecological Entrepreneurs Jonathan Garo Koomey Written for entrepreneurs and investors, this book describes how to profit from tackling climate change, one of this century's greatest challenges. Industry expert Dr. Jonathan Koomey acts as your company's scientific advisor, summarizing the business implications of the climate problem for both new and existing ventures. Koomey helps you effectively allocate scarce time and resources to the most promising opportunities, drawing upon his more than 25 years of experience in analyzing and implementing climate solutions.



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