

THOMAS L.
FRIEDMAN

*Hot, Flat,
and Crowded*



>> German engineering
>> Swiss innovation
>> American nothing

smart forfour get more

CLEARCHANNEL

German Engineering, Swiss Innovation, American Nothing.

- Advertising slogan used on a billboard in South Africa by Daimler to promote its Smart "forfour" compact car



Today's Date: 1 E.C.E.

Today's Weather:

Hot, Flat, and Crowded



- Energy and Natural Resources
Supply and Demand
- Petrodictatorship
- Climate Change
- Energy Poverty
- Biodiversity Loss



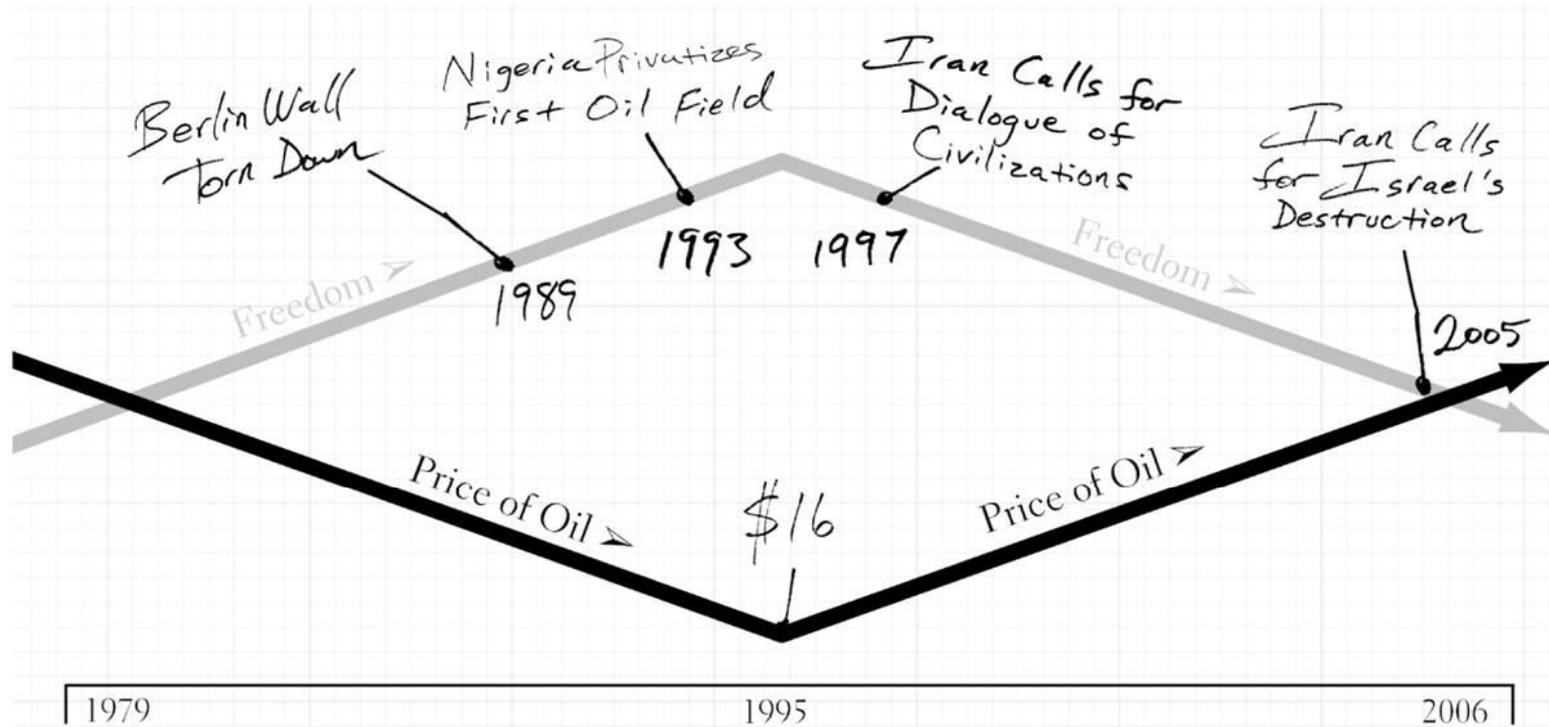


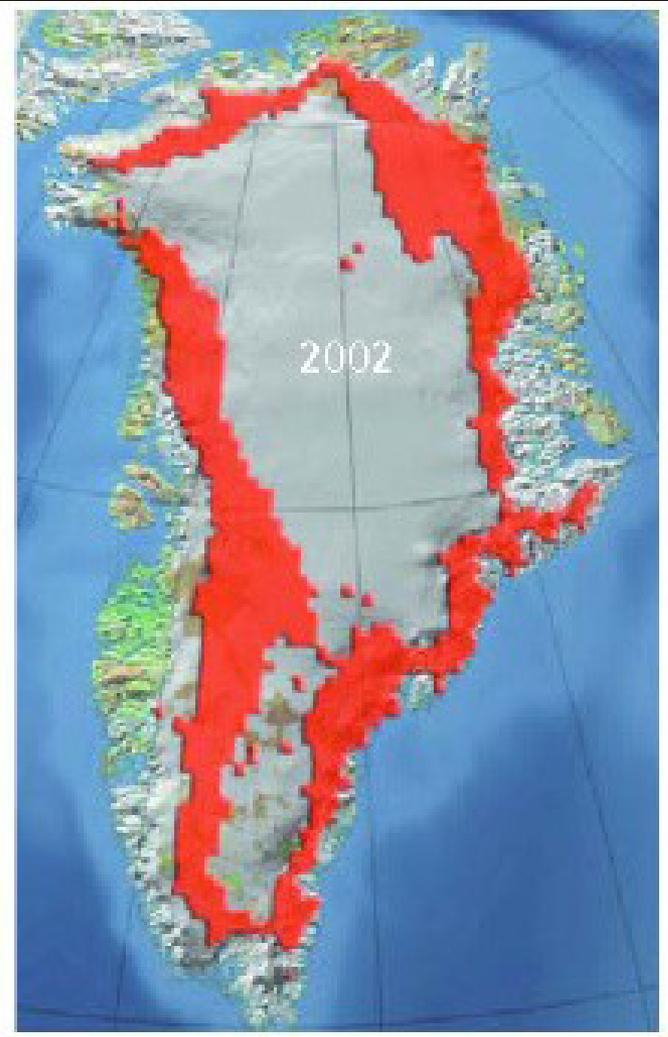
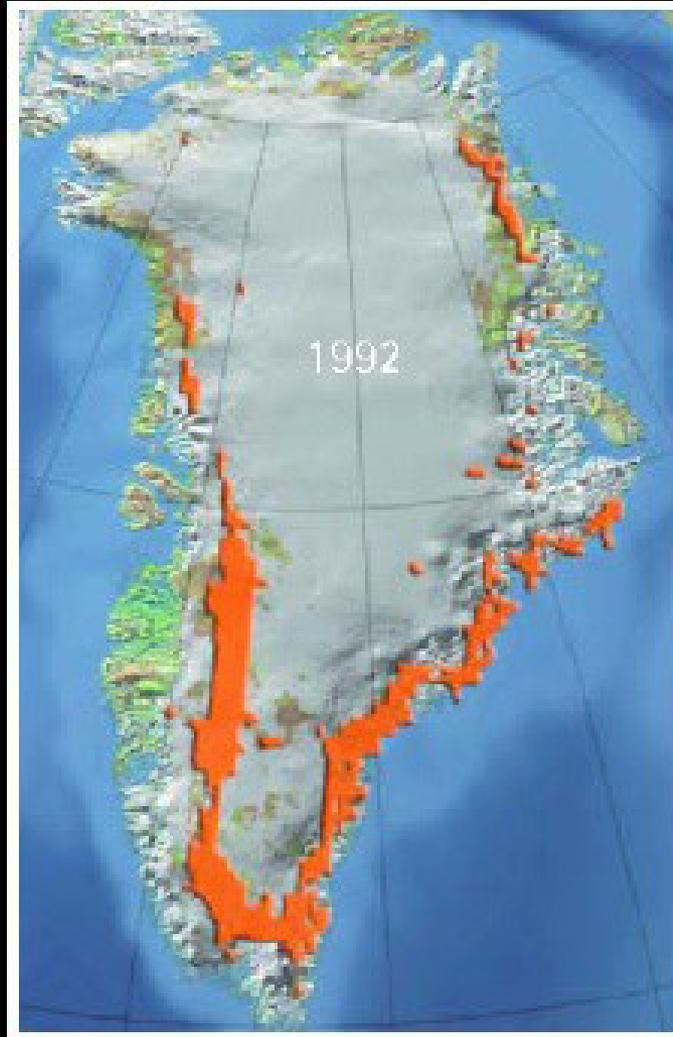
- Affluenza is a term used by critics of consumerism, a portmanteau of affluence and influenza. Sources define this term as follows:
 - affluenza, n. a painful, contagious, socially transmitted condition of overload, debt, anxiety and waste resulting from the dogged pursuit of more. (de Graaf)
 - affluenza, n. 1. The bloated, sluggish, and unfulfilled feeling that results from efforts to keep up with the Joneses. 2. An epidemic of stress, overwork, waste and indebtedness caused by the pursuit of the American Dream. 3. An unsustainable addiction to economic growth. (PBS)

-Wikipedia



The First Law of Petropolitics







Freeze Frames

Though it fluctuates seasonally and annually, The North Pole's ice area has decreased since researchers began taking measurements in the late 1970s.





Pine Beetle Devastation



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1.6 Billion



Plan A: Code Green

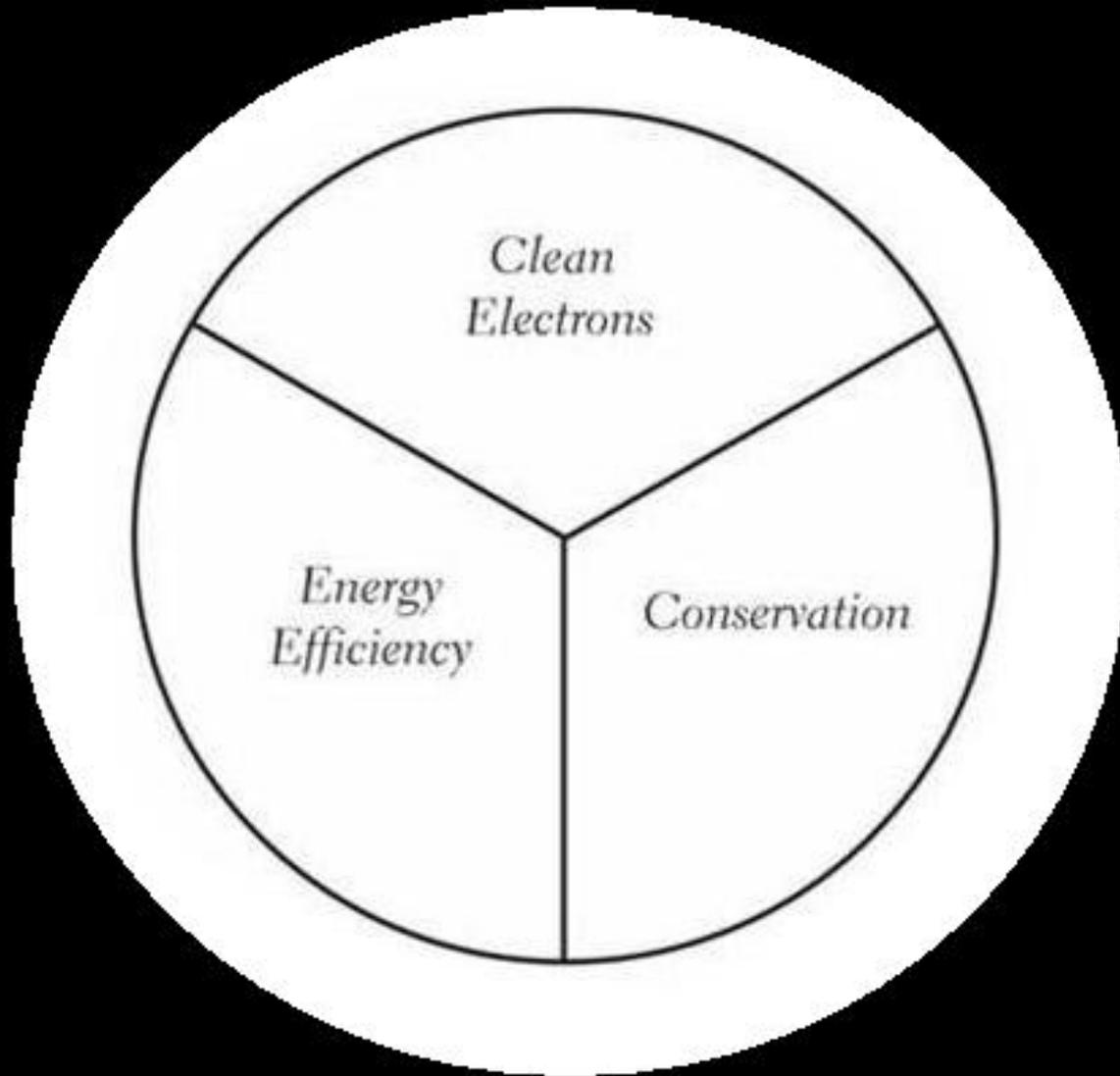
Plan A is our five year, 100-point plan...to combat climate change, reduce waste, safeguard natural resources, trade ethically and build a healthier nation.

There is no Plan B.

–British retailer Marks & Spencer's sustainability

statement, May 4, 2007

MARKS &
SPENCER





“RE < C”

renewable energy cheaper than coal

“REEFIGDCPEERPC < TTCOBCOG”

a renewable energy eco-system for
innovating, generating, and deploying
clean power, energy efficiency, resource
productivity, and conservation < the true
cost of burning coal, oil, and gas



A recent study found the average American golfer walks about 900 miles a year. Another study found American golfers drink, on average, 22 gallons of alcohol a year. That means, on average, American golfers get about 41 miles to the gallon.

Kind of makes you proud.

-From the Internet



The Energy Internet: When IT Meets ET

“Revolution is not a dinner party, not an essay, nor a painting, nor a piece of embroidery; it cannot be advanced softly, gradually, carefully, considerately, respectfully, politely, plainly, and modestly.”

– Mao Tse-tung



“Recently reports have been current in certain newspapers that Mr. Thomas A. Edison, the inventor, has at last perfected the storage battery, and that within a few months electrically propelled vehicles, costing little to buy and next to nothing to maintain, will be on the market. The same story has appeared regularly for years and yet matters do not appear to have advanced much.”

-International Herald Tribune, November 1, 1907



*“When we leave Iraq, it will be
the biggest transfer of air
conditioners ever known to
mankind.”*

– Dan Nolan

Energy consultant to the U.S. Army



A Democratic China, or a Banana Republic?

B A N A N A

Build Absolutely Nothing
Anywhere Near Anything



Chapter 18

Chapter 18 will be a completely new chapter that I'll add to the next edition of the book: Version 2.0.

In it I hope to include the best ideas and proposals sent in from readers: ideas about clean energy, energy efficiency, and conservation

