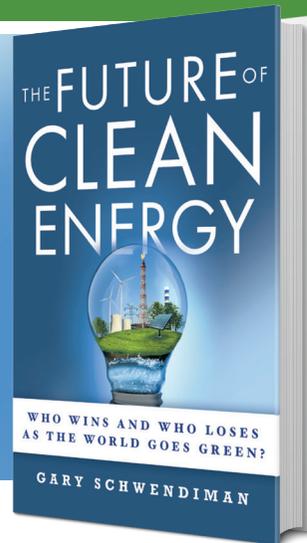


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NEW BOOK BY FORMER GENERAL MOTORS INSTITUTE PROFESSOR EXPOSES STARTLING TRUTHS ABOUT GLOBAL WARMING AND THE ENERGY CRISIS

Former General Motors Institute professor pits fuel and energy sources in a Clean Energy Bowl. Read to learn which sources will be winners in keeping global lights on and cars moving far into the future.

Tucson, Arizona—Visionary author Gary Schwendiman, Ph.D., recently released *The Future of Clean Energy: Who Wins and Who Loses as the World Goes Green*. Available today in paperback or hardcover, the new book offers real solutions to global warming and the energy crisis. Unlike most books about clean energy, which are so data driven and scientific that they are all but impossible to understand, *The Future of Clean Energy* informs its readers in an entertaining way that anyone can appreciate. It is intended for anyone from political leaders to energy executives to the casual reader with an interest in how to solve some of the world's most difficult environmental and economic problems.

"If you've ever wondered how we can solve the energy crisis, then you have to obtain a copy of this book," said Dr. Martin A. Massengale, President Emeritus, University of Nebraska. "Schwendiman breaks down a complicated future and provides logical, simple to understand, and most importantly, workable solutions for creating a greener energy sector and a stronger global economy."

Schwendiman details the startling truths he uncovered during 10 years of research in clean energy. This experience, combined with a long career studying, working, and contributing to energy and fuel production, led Schwendiman to assert that most popular beliefs about the future of clean energy are simply incorrect, and that most governments waste billions of dollars on the wrong green initiatives.

Currently, 1.5 billion people in the world—20% of the world's population—lack access to electricity. Nearly 3 billion people—40% of the world's population—still use wood and coal to heat their homes and cook their food. And by 2030, the number of vehicles on the world's roads will double from 1 billion to 2 billion, which poses a serious concern about how to address the rising fuel demand. Schwendiman

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tackles the hard questions about how to solve these problems in a fun, lighthearted, and engaging way. He compares the future of clean energy to a football season that concludes with what he calls “The Clean Energy Bowl.”

The book makes the case that we can turn the lights on for everyone on the planet, but not with vastly overrated producers like wind and solar power, and we can eliminate fuel shortages, but not with oil shale, natural gas, or hybrid and electric engines. The technologies to ensure a clean-energy future are available right here, right now; but most people are completely unaware of them. These technologies hold the solutions to the most pressing environmental and economic problems facing the planet today.

“The global energy situation, the environment, the economy—these are important issues, but not everyone knows how they will impact the future,” said Dr. Richard Ohran, computer scientist and inventor educated at ETH Zurich, a Swiss university of science and technology ranked in the top five such universities in the world. “I read this book, and not only was I convinced by its treatment of these issues—I was thoroughly entertained in the process. It hits important points that scientific books cover, but it’s much easier to read. I think this book will be very useful to anyone in the general public or government who wants to understand the strengths and weaknesses of the various ways of producing clean energy.”

ABOUT THE AUTHOR:

Gary Schwendiman, Ph.D., cofounded one of the first private equity firms in the United States to invest exclusively in clean energy. He has given presentations on clean energy topics in 26 states and 10 foreign countries. His new book *The Future of Clean Energy: Who Wins and Who Loses as the World Goes Green* is available on Amazon. To learn more about Dr. Schwendiman and the book visit FutureofCleanEnergy.com.

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