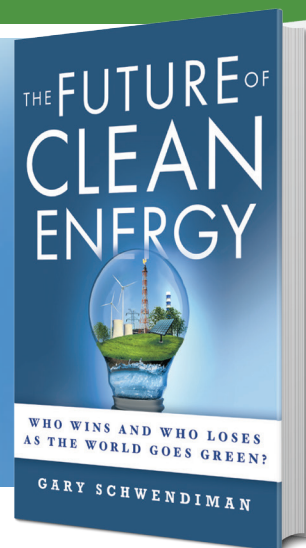


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SOLUTIONS TO GLOBAL WARMING AND THE ENERGY CRISIS IN INNOVATIVE NEW BOOK BY FORMER GENERAL MOTORS INSTITUTE PROFESSOR

Visionary author Gary Schwendiman's new book answers the energy sector's biggest questions about global warming and the energy crisis in a way anyone can understand and appreciate.

Tucson, Arizona – For anyone concerned that there are no answers to global warming and the energy crisis, author Gary Schwendiman steps forward with a complete strategy to change our frightening future. In his new book, *The Future of Clean Energy: Who Wins and Who Loses as the World Goes Green*, Schwendiman boldly asserts that the solutions are very much within our grasp – it's just a matter of fighting the misinformation. He reaches this conclusion after ten years of research in clean energy and a long career studying, working, and contributing to electricity and fuel production. Drawing from this experience, he argues compellingly that most popular beliefs about the future of clean energy are simply incorrect, and most governments waste billions of dollars on the wrong green initiatives.

"We can turn the lights on for everyone on the planet," Schwendiman says, "but not with wind and solar power. And we can meet the rapidly growing demand for fuel, but not with oil shale, natural gas, or hybrid and electric engines."

Twenty percent of the world's population (1.5 billion people) lacks access to electricity. Forty percent (nearly 3 billion people) still uses wood and coal to heat their homes and cook their food. By 2030, the number of vehicles on the world's roads will double from 1 billion to 2 billion. What this means is that, one day, hundreds of millions of additional consumers will demand electricity, and hundreds of millions of new cars will need fuel. If the world's energy providers struggle to meet that demand in a sustainable way, picture the unrest. Picture the economic upheaval. Picture the *smog*.

"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."

Casual readers find *The Future of Clean Energy* to be refreshingly readable because it contains straightforward explanations rather than reams of scientific data. It starts with the understanding that not all energy sources contribute to the same need—some provide electricity while others serve as fuel for

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vehicles. Schwendiman relates this point in an extended metaphor about a football-like league separated into two conferences. The “Electricity Conference” features electricity providers like Team Wind, Team Solar, and Team Nuclear. On the Fuel Conference side, we find fuel providers like Team Gasoline, Team Ethanol, and Team Natural Gas. Each team has its advantages and disadvantages, and each vies to win its conference for a chance to compete in the “Clean Energy Bowl.” The winner of the big game, as Schwendiman puts it, will be the energy source that demonstrates the greatest benefit to the global environment and economy in the decades to come.

At first glance, Schwendiman’s picks to win his two conferences might seem somewhat controversial. Team Nuclear and Team Ethanol certainly have their detractors. But his clear, persuasive, meticulously-referenced arguments demonstrate that these energy sources are: 1) cleaner and more sustainable than the public has been led to believe; 2) more widely available than most people realize; 3) far safer than the media likes to portray them; 4) poised for incredible technological advancement; and 5) the easiest to implement within existing infrastructure.

Schwendiman recognizes that the tides of misinformation make his arguments a tougher swim. Nuclear power in particular has a major reputation problem, and ethanol has also been widely dismissed. The task of debunking myths is one this author relishes, and he takes on the objections one by one, devoting several chapters to setting the record straight. Much of the myth-busting involves un-blurring the lines created by the media. Anti-nuclear activists tend to paint the picture of a technology that creates large amounts of waste, threatens lives and the environment, and leads to the proliferation of nuclear weapons. Schwendiman points out that, if we’re talking about modern nuclear plants that have been implemented properly, none of these claims hold water. Similarly, as they make their arguments about food shortages and surging prices, opponents of ethanol conveniently ignore the fact that the type of corn used to make ethanol isn’t the same as the type of corn people and animals eat.

“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 (Ph.D., ETH Zurich). “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.”

With this insightful and surprisingly entertaining new book, Schwendiman takes a huge step toward presenting a plan to fight global warming and stabilize the world economy. More importantly, unlike most books on the subject, *The Future of Clean Energy* offers solutions that can and will work in the real world.

FOR MORE INFORMATION

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