

For Immediate Release

September 4, 2012  
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# CLEAN TECH NATION

## How the U.S. Can Lead in the New Global Economy

By Ron Pernick and Clint Wilder

“*Clean Tech Nation* dares to imagine a country in which bipartisanship reigns, green energy is our nation’s greatest national resource, and our competitive edge in the global economy is restored.” –**President Bill Clinton**

“Pernick and Wilder powerfully articulate the trends and developments reshaping the clean-tech landscape and provide both compelling and comprehensive solutions.” –**John Hofmeister, former President, Shell Oil, and author, *Why We Hate the Oil Companies***

“Mixing anecdotes, facts, and charts with trenchant analysis, the authors point out how energy independence for the U.S., both as a national security issue and an economic one, should be supported, even by skeptics.” –**Publishers Weekly**

With the 2012 presidential election fast approaching, energy, environment, and the economy are some of the most prominent issues at stake. In a timely follow-up to 2007’s acclaimed *The Clean Tech Revolution*, authors Ron Pernick and Clint Wilder are back with **CLEAN TECH NATION: How the U.S. Can Lead in the New Global Economy** (HarperBusiness; September 4, 2012; \$29.99 Hardcover).

On its current path, the United States risks losing out on the most critical opportunity for job creation and global economic leadership in the 21st century. In the global economy today:

- China is spending hundreds of billions on clean tech and is now the world leader in solar-panel and wind-turbine manufacturing
- Germany plans to shutter all its nuclear power plants within a decade and build a new energy economy focused on renewables and efficiency
- Japan, South Korea, the United Kingdom, India, and many others are also enthusiastically pursuing these burgeoning opportunities

As political partisanship rages in the U.S. election season, from the Solyndra bankruptcy to the potential expiration of the federal tax credit for wind power against the backdrop of continued fossil fuel subsidies, *Clean Tech Nation* places these debates in the larger context of 21<sup>st</sup> century economic competitiveness. If the U.S. is to remain dominant, as it has in the earlier high-tech and

Internet revolutions, it needs to supercharge clean-tech efforts at every level—in federal, state, and city governments and in schools, small businesses, and large companies.

The book highlights:

- The rapid expansion of clean tech, with global markets for solar and wind power alone increasing from \$7.6 billion to \$163.1 billion between 2001 and 2011
- The six "C's" that are key to understanding the clean-tech market: Costs, Capital, Competition, Consumers, Climate, and Connectivity
- The biggest clean-tech developments reshaping the world including smart grid, green building, hybrid and electric vehicle, and waste-to-resource breakthroughs
- The top 10 states and 15 cities in the U.S. for clean tech including California, Oregon, Massachusetts, New York, and Colorado and San Francisco, Boston, Denver, Seattle and Houston
- 100 companies to watch, from innovative startups to corporate behemoths, that are leading the global charge

In **CLEAN TECH NATION**, Pernick and Wilder combine insightful analysis with lively storytelling to assess the current clean-tech landscape. Concluding with a **Seven-Point Action Plan for Repowering America**—with such controversial steps as ending all energy subsidies within ten years and creating a new breed of clean-tech investment tools modeled on the oil and gas industries—*Clean Tech Nation* sounds a compelling and achievable call to action.

#### **ABOUT THE AUTHORS:**

**Ron Pernick** is founder and managing director of clean-tech research and advisory firm Clean Edge and the coauthor of two books on clean-tech business and innovation, *Clean Tech Nation* (HarperCollins, 2012) and *The Clean Tech Revolution* (HarperCollins, 2007). At Clean Edge he has coauthored more than two dozen reports on clean technologies, markets, and policies and oversees the firm's research, event production, index publishing, and advisory services. He has taught MBA-level courses at Portland State University and New College, is widely quoted in the media, and is a regular speaker at industry events in the U.S. and abroad. He lives in Portland, Oregon with his wife and two children.

**Clint Wilder** is senior editor at clean-tech research firm Clean Edge and the coauthor of two books on clean-tech business and innovation, *Clean Tech Nation* (HarperCollins, 2012) and *The Clean Tech Revolution* (HarperCollins, 2007). He is an award-winning business journalist who has covered the high-tech and clean-tech industries since 1985. He coauthors reports and writes columns on industry trends for Clean Edge, is a regular blogger for the Huffington Post and has been a facilitator at the Clinton Global Initiative. He is a frequent speaker at clean-energy and green business events in the U.S. and overseas. He lives with his wife in Sausalito, California.

**CLEAN TECH NATION: How the U.S. Can Lead in the New Global Economy**  
**HarperBusiness | On-sale date: September 4, 2012 | Price: \$29.99 Hardcover**  
**ISBN: 978-0-06-2088-444 | 320 pages | 22 charts throughout | [www.cleantechnation.com](http://www.cleantechnation.com)**