



Summary : The Clean Tech Revolution - Ron Pernick and Clint Wilder: The Next Big Growth and Investment Opportunity

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Complete summary of Ron Pernick and Clint Wilder's book: "The Clean Tech Revolution: The Next Big Growth and Investment Opportunity".

This summary of the ideas from Ron Pernick and Clint Wilder's book "The Clean Tech Revolution" shows that the concept of "clean tech" is not only the environmentally friendly option, it is the business-friendly option too, as government regulation and public opinion swings in its favor. Additionally, using fewer natural resources can mean increasing returns for investors. In their book, the authors explore the rationale behind Clean Tech and the eight key sectors. They explain that each sector still has its challenges but also analyze where the profit opportunities are for the companies with the knowledge and expertise to exploit those opportunities. This summary also offers a blueprint for how to sell Clean Tech products in a market that's changing, but is still a little resistant to the idea of Clean Tech.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Clean Tech Revolution" and discover the future of technology.

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