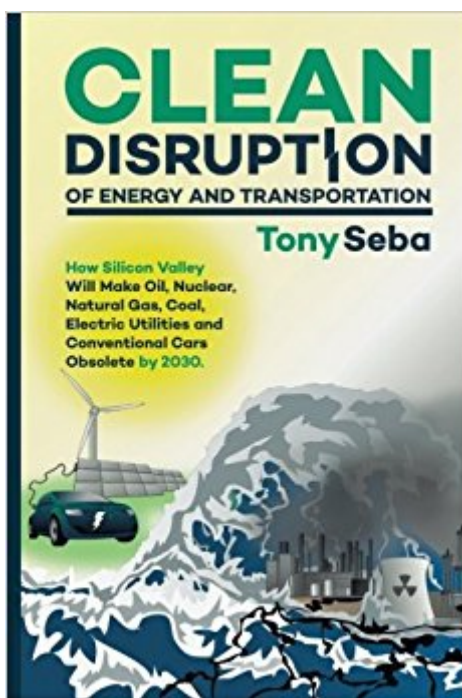


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# Clean Disruption Of Energy And Transportation: How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities And Conventional Cars Obsolete By 2030



## Synopsis

The industrial age of energy and transportation will be over by 2030. Maybe before. Exponentially improving technologies such as solar, electric vehicles, and autonomous (self-driving) cars will disrupt and sweep away the energy and transportation industries as we know it. The Stone Age did not end because we ran out of rocks. It ended because a disruptive technology ushered in the Bronze Age. The era of centralized, command-and-control, extraction-resource-based energy sources (oil, gas, coal and nuclear) will not end because we run out of petroleum, natural gas, coal, or uranium. It will end because these energy sources, the business models they employ, and the products that sustain them will be disrupted by superior technologies, product architectures, and business models. The same Silicon Valley ecosystem that created bit-based technologies that have disrupted atom-based industries is now creating bit- and electron-based technologies that will disrupt atom-based energy industries. This is a technology-based disruption reminiscent of how the cell phone, Internet, and personal computer swept away industries such as landline telephony, publishing, and mainframe computers. Just like those technology disruptions flipped the architecture of information and brought abundant, cheap and participatory information, the clean disruption will flip the architecture of energy and bring abundant, cheap and participatory energy. Just like those previous technology disruptions, the clean disruption is inevitable and will be swift. The industrial age of energy and transportation is already giving way to an information technology and knowledge-based energy and transportation era.

## Book Information

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## Customer Reviews

Excellent and informative but it would be helpful if the author would bring out a new edition based upon 2016 figures. (i) 2012 and 2013 figures, as used in the book, are so out of date in this rapidly changing world. (ii) It would also be good if he drew attention to the pressures which the large utility companies in the US are taking to slow down the installation of domestic systems which will result in the adoption of domestic solar energy when batteries are more efficient so as to cut out the utility distribution control and costs. (iii) include more information on all the realistic technologies for domestic energy storage.

PROS:1. I completely agree with almost everything. I'm particularly pleased to see Seba has not fallen for the hydrogen mirage. (If efficiency can be radically increased, someday I may be a fan of H<sub>2</sub>, but I'm not holding my breath.)2. Unlike some authors, he doesn't give a heavy barrage of cute storytelling about the personalities and history, except where it's really relevant.3. The book is obviously a polemic of sorts, but at least Seba doesn't go off on any diatribes about tangential political matters.

CONS:1. The graphics are just abominable. Some of the most important figures are not even readable. Heck, such spectacular stuff should be in color.2. The copy editing is also awful. Misspellings, wrong word choices, often even entire missing words, or phrases that amount to gibberish. If the missing word is something like "billion," then it really matters!3. As others have said, yes, by now it's out of date. Then again, the way things are going, I suppose it was inevitable. (I assume there's a blog.)4. Just a suggestion, but something might also be added about what happens AFTER 2030. I could see PV being so cheap as to actually create problems, such as "satisficing" leading to stagnating progress in energy efficiency and other improvements. And with, say, a quadrillion watts of cheap electrical capacity, what would we do with all that power? Capitalism being what it is, I'm sure there will be no problem coming up with uses. But with the clean energy transition accelerating faster than Ludicrous Mode in a Tesla, such thinking may be lagging behind developments.

This is the first book anybody concerned about climate change should read. It isn't ABOUT climate change at all, but it provides the first real reasons for optimism that we'll ditch fossil fuels for renewables in time to save civilization. And that fundamental economics, not political activism, will be the primary reason why. I've spent a good part of the last two months networking in the field of

climate change among the concerned. It amazes me that it took that long for somebody to point me to this book. READ IT!

Nice reading, although repetitive a quite a bit. The entire book can be summarized as "wake up, conventional energy! It's time for solar and wind." All the scenarios are rather convincing but lack in details. The difficulties seem nothing in comparison to the grand scheme of solar, storage and electric autonomous cars. The figures are mostly readable and can be zoomed in contrast to the complaints by some reviewers. The numbers seem real and convincing. Overall a good read and may impact many people's decision on future investments.

Watch his videos on youtube first and see if you want to read his book. in my opinion Seba has the clearest crystal ball on the coming revolution in energy and transportation. We're at the tipping point he advocates today and has the numbers to show how solar, batteries and the EV car follow Moore's law in a predictable way that will displace fossil fuels and internal combustion engines. He also sees how the entrenched industries will fight back. Must read.

Excellent, no nonsense, fact based analyses and trends in the energy sector brought to you by Tony Seba. The trend is clearly pointing to clean energy. Highly recommend it to anyone, in any field, interested in the future of energy and our planet. Helps you see clearly through the misinformation spread by special interests. This book is to Energy sector as the China Study was to nutrition. If you are an investor or a trader, this is your guide.

Tony Seba did his homework. He makes many bold predictions but he backs them up with facts. This book is a GREAT GIFT for eco-conscious friends and family. If you even occasionally think about energy and the environment, buy this book. If you are an investor who wants to see the future, buy this book. Science and sociology teachers: This book is not political. It is based on Seba's own insights and experience from his work in the Silicon Valley. This book is an easy read for students. Lots of good insight into how science drives society and vice-versa.

While certainly written as a polemic, Seba has the facts to back up his thesis here. Reading this work three years on from first publication is interesting as the author's predictions are proving to be conservative, with both the prices of batteries and solar cells falling quicker than he tipped. This is

probably the most important book around at the moment, and should be required reading for policy makers everywhere.

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