



# Reinventing Fire: Bold Business Solutions for the New Energy Era

*Amory Lovins*

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## **Reinventing Fire: Bold Business Solutions for the New Energy Era** Amory Lovins

Oil and coal have built our civilization, created our wealth, and enriched the lives of billions. Yet their rising costs to our security, economy, health, and environment now outweigh their benefits. Moreover, that long-awaited energy tipping point—where alternatives work better than oil and coal and compete purely on cost—is no longer decades in the future. It is here and now. And it is the fulcrum of economic transformation. A global clean-energy race has emerged with astounding speed. The ability to operate without fossil fuels will define winners and losers in business—and among nations. Now, in *Reinventing Fire*, Amory Lovins and Rocky Mountain Institute offer a new vision to revitalize business models, end the Washington gridlock, and win the clean-energy race—not forced by public policy but led by business for enduring profit. Grounded in thirty years' practical experience, this ground-breaking, peer-reviewed analysis integrates market-based solutions across transportation, buildings, industry, and electricity. It maps pathways and competitive strategies for a 158%-bigger 2050 U.S. economy that needs no oil, no coal, no nuclear energy, one-third less natural gas, and no new inventions. This transition would cost \$5 trillion less than business-as-usual—without counting fossil fuels' huge hidden costs. It requires no new federal taxes, subsidies, mandates, or laws. The policy innovations needed to unlock and speed it need no Act of Congress. Whether you care most about profits and jobs, national security, health, or environmental stewardship, *Reinventing Fire* charts a pragmatic course that makes sense and makes money. With clarity and mastery, Lovins and RMI reveal the astounding opportunities for enterprise to create the new energy era.

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