



# Investing in the Renewable Power Market: How to Profit from Energy Transformation (Wiley Finance)

*Tom Fogarty, Robert Lamb*

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## The financial challenges facing clean energy installations

The path to the widespread adoption of renewable energy is littered with major technological, legal, political, and financial challenges. *Investing in the Renewable Power Market* is a reality check for the mass roll out of green energy and its financial dominance of the world energy market, focusing on real energy costs and global energy needs over the next decade. If green energy is to be truly successful, the market must be properly understood, so that dreams of a green future do not lead to actual energy nightmares.

The first book to cover the major investing challenges and monetary constraints placed on electric power companies as they race to meet their green energy requirements, *Investing in the Renewable Power Market* explains how generating electricity is totally different from other energy enterprises in that it is highly regulated and its product cannot be stored. This combination greatly affects the finances of renewable power and influences how investors should navigate the energy market. To help the reader better understand the current state of the alternative energy industry, the book:

- Details the challenges facing green energy, such as the fact that it is priced compared to natural gas, which is currently at an all-time low
- Analyzes real energy costs and the global demand for energy over the next decade
- Describes why, in the short term, investment opportunities with renewable power will be with financial and operational restructurings

The green energy market is currently facing enormous challenges, but *Investing in the Renewable Power Market* explains the real costs of energy, the future of the energy market, and how to profit in both the long and short term.

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