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978-1-107-10466-2 - Driven by Demand: How Energy Gets its Power

Jimmy Y. Jia And Jason Crabtree

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Driven by Demand

Energy plays a central role in shaping our society and infrastructure, making it increasingly important for today's leaders to understand the impact of energy decisions. Discussions about energy often neglect important historical lessons about previous energy transformations and provide inadequate consideration of context – *Driven by Demand* takes a fresh approach by exploring the emergence of energy systems, outcomes and priorities. It outlines select historical and current events, challenges, and developing energy trends using a range of case studies. Readers will gain foundational knowledge about energy flows and end-uses, helping them to become more conversant about energy outcomes and priorities. This accessible book paves the way for broader discussions about societal resilience, privacy, and security concerns associated with the move towards “smart” infrastructure. This is a must-read for business executives, policymakers and students working in energy policy, energy management, and sustainable business.

A link to the authors' companion website, which features additional commentary and upcoming events, can be found at www.cambridge.org/demand.

JIMMY Y. JIA leads the Sustainable Energy Solutions Certificate program at Pinchot University, a year-long course that educates MBA students on how to incorporate energy issues into the decision-making process. Together with Jason Crabtree, he founded Distributed Energy Management to help business owners transparently manage utility costs via a money management account, combining total lifecycle costs of operational and capital expenses. He has been passionate about promoting energy literacy and understanding how energy consumption affects our society since his time as a student at MIT.

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University Printing House, Cambridge CB2 8BS, United Kingdom

Cambridge University Press is part of the University of Cambridge.

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www.cambridge.org

Information on this title: www.cambridge.org/9781107507104

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First published 2015

Printed in the United Kingdom by Clays, St Ives plc

A catalog record for this publication is available from the British Library.

Library of Congress Cataloging in Publication data

Jia, Jimmy Yi-Jie, 1980–

Driven by demand : how energy gets its power / Jimmy Y. Jia and Jason Crabtree.
 pages cm

Includes bibliographical references and index.

ISBN 978-1-107-10466-2 (hbk) – ISBN 978-1-107-50710-4 (pbk)

1. Power resources. 2. Electric power production. I. Crabtree, Jason. II. Title.

TJ163.2.J53 2014

621.042–dc23 2014049354

ISBN 978-1-107-10466-2 Hardback

ISBN 978-1-107-50710-4 Paperback

Additional resources for this publication at www.cambridge.org/demand

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To my mother, for her unwavering support, guidance, and acceptance that my fascination with energy is not a temporary one. — Jimmy

To Bridget, for her toleration of my unabashed love for electric power systems, simulations, and my unfailing desire to describe them to her ad infinitum. — Jason

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Acknowledgments

Books are never the work of individuals; they are the result of large numbers of people who shape them in a myriad of ways. This effort was no exception.

We are profoundly grateful for the support and encouragement of a broad group of people whose insight and experience was formative. Special thanks goes to Pinchot University, ConocoPhillips, Mary Kay Chess, John Gardner, Lola Ball, Paula Parish, Gideon and Gordon Parke, Andrew Sellers, Stan Gent, Roel Hammerschlag, Phillip Schmidt-Pathmann, Steven Tobias, Philip Hahn, Matt Brown, Jake Beal, Kyle Capizzi, Olivia Kim, Rich Sonstelie, Frank Heidt, Ian Macleod, Jack Dillon, Oliver Venn, Brewster Earle, Stephanie Hare, David Johnson and Steve Flynn.

Your contributions of insights, support, and encouragement made this book possible.

Jimmy Y. Jia and Jason Crabtree