

An everyman's guide to the complex world of energy.

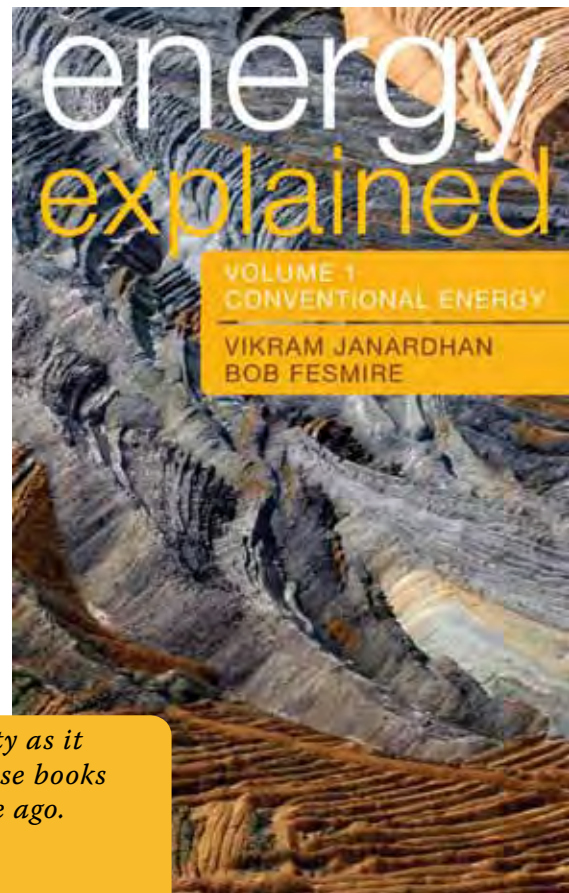
Most books on energy topics fall into one of two categories: dry academic tomes that provide an abundance of information with little style or engaging narratives that are weighed down by political spin.

Energy Explained is different.

The forthcoming book from Rowman and Littlefield Publishers, Inc, is the first comprehensive survey of the global energy landscape written specifically for the lay reader.

A high school education is more than adequate to understand the material presented in the two-volume book.

Energy Explained covers everything from coal, oil and natural gas to modern alternatives like wind, solar and biofuels. It examines how energy is produced, how it is bought and sold in global markets, and the vital role it plays in related issues like climate change, national security, and economic growth.



This is NOVA narrated by Jon Stewart. As witty as it is informative, I honestly wish that I'd had these books around when I began in this industry a decade ago.

*Kathleen Davis, Senior Editor
POWERGRID International magazine*

The purpose of this book can be found in the preface's title: A Call for Energy Literacy.... Vikram Janardhan and Bob Fesmire are optimists. Their method... is to take a weighty subject and make it an easy read.

*Robert Schaefer
New York Journal of Books*

Available for preorder at
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EnergyExplained.com

Why is gasoline still the dominant fuel for transportation?

Is “clean coal” really clean?

What makes a power grid “smart”?

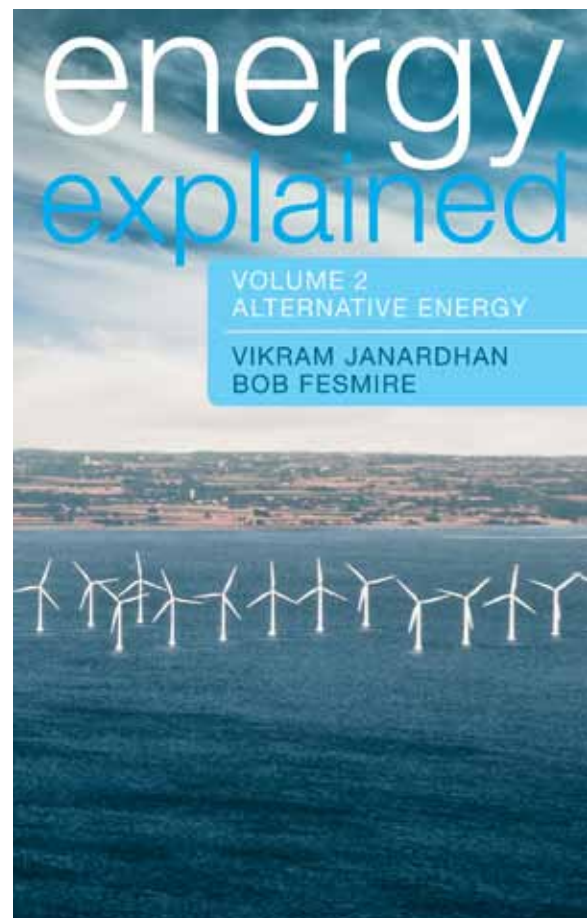
What is the difference between “thin film” and conventional solar panels?

Why can't we put more power lines underground?

Are electric vehicles running on coal-fired power really any better than a gasoline-powered vehicle?

How do we know how much oil is left in the world?

What country is the “Saudi Arabia of wind?”



About the Authors

Vikram Janardhan is currently the Chief Executive Officer of Insera Energy LLC, a consulting firm providing services to electric utilities and power generation companies.

Prior to this role, Mr. Janardhan was the President of Global Energy Software, a provider of mission-critical enterprise software solutions for over 400 electric utilities and energy companies around the world. Between 2002 and 2007, he led the acquisition of five enterprise software companies and oversaw the sale of Global Energy Software to a private equity firm. During this time, he was also the recipient of Energy Risk Magazine's 2006 Software of the Year Award.



Mr. Janardhan started his career in the generation planning group at Consolidated Edison of New York and spent close to a decade at General Electric and ABB in various leadership capacities before joining Global Energy Software.

He has extensive speaking and presentation experience at numerous key energy industry conferences and was most recently Drexel University's convocation speaker where he addressed their fifth cohort of graduate students. He is also a regular guest speaker at the UC Davis Center for Entrepreneurship and was recently recognized by Sacramento Business Journal as one of 2011's *40 under 40* leaders of the region.

Mr. Janardhan has over 40 journal publications to his credit and is the co-author of the book *Energy Explained*, a comprehensive survey of the global energy landscape published by Rowman and Littlefield Publishers. He is now working on his second book, entitled *Electric Power Generation*, to be published by PennWell in early 2012.

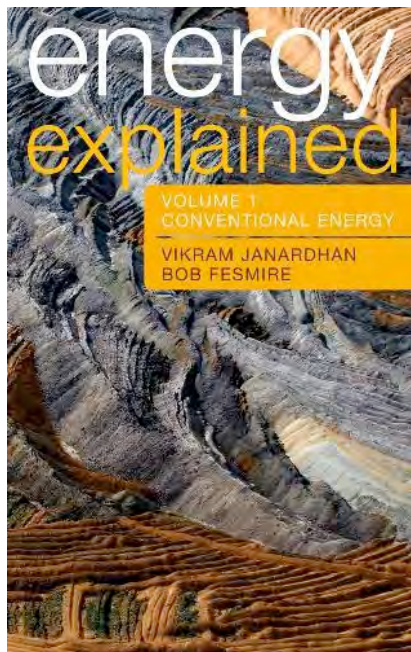
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Bob Fesmire is a writer and communications manager with over fourteen years of experience in the energy industry. Presently he is responsible for strategic communications for ABB in North America, a multi-billion dollar business spanning automation and power technologies. He has published over eighty articles and papers in energy trade magazines and web sites.

Mr. Fesmire has been a contributing editor at *Electric Light & Power*, and sat on the editorial board of *Electricity Today* from 2005 to 2007.

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Energy Explained

Conventional Energy and Alternative Volume 1 & 2

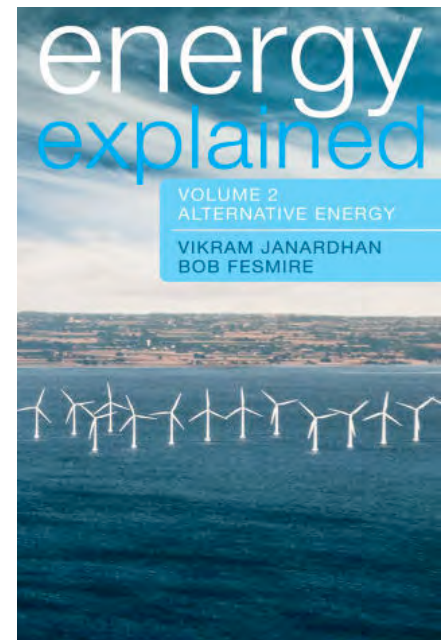
By Vikram Janardhan and Bob Fesmire

ABOUT THE BOOK

Energy is truly the world's most vital commodity. It makes modern societies possible, and the decisions made regarding it have far-reaching repercussions. Every day stories about the price of oil, the resurgence of nuclear power, or the latest clean energy alternative can be found in mainstream news outlets across the country.

Yet despite its high profile, energy remains largely misunderstood. People are confused, intimidated and generally discouraged from learning about energy, partly because the topic is so large and opaque, but also because the resources that do exist fail to provide an overall picture the average reader can understand.

Here, in easily accessible language accompanied by simple illustrations of difficult concepts, the authors lay out the basics of energy in a palatable and refreshing way. Readers are treated to a vivid presentation of the basics of energy science, alongside the politics, economics, and social issues that impact its harnessing, distribution, and use. Anyone interested in how energy truly works will find answers in these pages that shed light on the past, present, and future of world energy.



ABOUT THE AUTHORS

Vikram Janardhan is currently chief executive officer of Insera Energy LLC, a consulting firm providing services to electric utilities and power generation companies.

Bob Fesmire is media relations manager of ABB Inc.

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