



A B B E V I L L E P U B L I S H I N G G R O U P

**FOR IMMEDIATE RELEASE:**

Publication date: April 2008

Contact: Michaelann Millrood

212.366.5585 ext. 23

mmillrood@abbeville.com

**A PROVOCATIVE GUIDE TO THE COMING CLEAN ENERGY  
REVOLUTION**

**THE GREEN BUBBLE**  
**Waste into Wealth: the New Energy Revolution**  
**By Robert Bell**

**“The first attempt to lay out the scenario of ‘after oil’, combining considerations of energy, geopolitics, and the functioning of business and markets.”—*Le Monde***

Clean, renewable energy is becoming more widespread and growing in popularity—but will this expanding green bubble pop? Noted economist Robert Bell addresses the intersection between energy, politics, economics, and your personal finances in **THE GREEN BUBBLE** (Abbeville, April 2008, \$35). In this road map to the imminent energy revolution, author Bell shares his predictions of the boom and bust of the clean energy economy—tapping into one of the timeliest subjects: how will renewable energy affect Wall Street?

In this prescient volume, Bell argues that:

- The next four years will be an increasingly frenzied lead-up to a gigantic stock market bubble in renewable energy;
- The new energy revolution will have a profound impact on everything that human beings construct, move, or deliberately heat or cool;
- And the consequences of the first truly global stock market bubble will transform every country, every industry, and nearly every business.

What happens after this bubble bursts? Many of the investors involved will lose a large portion of their life savings. An enormous amount of invested money will pay for the transformation out of fossil fuels and into renewable industry. The climate will probably be saved and there will be nearly limitless renewable energy, but, as Bell explains, it will have virtually no monetary value. Energy will be “too cheap to meter.”

Previously published by the French publisher Editions Scali in early 2007, Abbeville’s U.S. edition will be updated. **THE GREEN BUBBLE** has garnered enormous popularity and publicity in France, with *Le Monde* newspaper hailing it as, “The first attempt to lay out the scenario after oil... extending to the mores of American society.” The chair of the Department of Economics at Brooklyn College, author Robert Bell has written seven books and is a well-respected, outspoken economist and writer. Starting in April 2008, Bell will also write a blog on the Abbeville.com website in which he will continue to expand upon the book’s thesis.

An essential business reference for individual and institutional investors and government policy advisors, **THE GREEN BUBBLE** serves as a guide to rapidly unfolding economic events. Bell’s new book forecasts these drastic changes over the course of the next few years—where will you, and your finances, be when the bubble bursts?

#### **About the Author:**

Robert Bell, Ph.D. (Cybernetics) is a Professor of Management and Chairman of the Economics Department at Brooklyn College, City University of New York. Bell is the author of seven previous books has appeared on CNN and over one hundred television programs in which he discussed the application of game theory to office politics and personal dilemmas. He has been interviewed by the *Philadelphia Inquirer*, *Glamour*, *Le Figaro*, *Liberation*, among others. He lives in New York and Paris.

#### **THE GREEN BUBBLE**

Waste into Wealth: the New Energy Revolution

By Robert Bell

Publication date: April 2008

320 pages • Paperback

\$35.00

ISBN 978-0-7892-0955-9