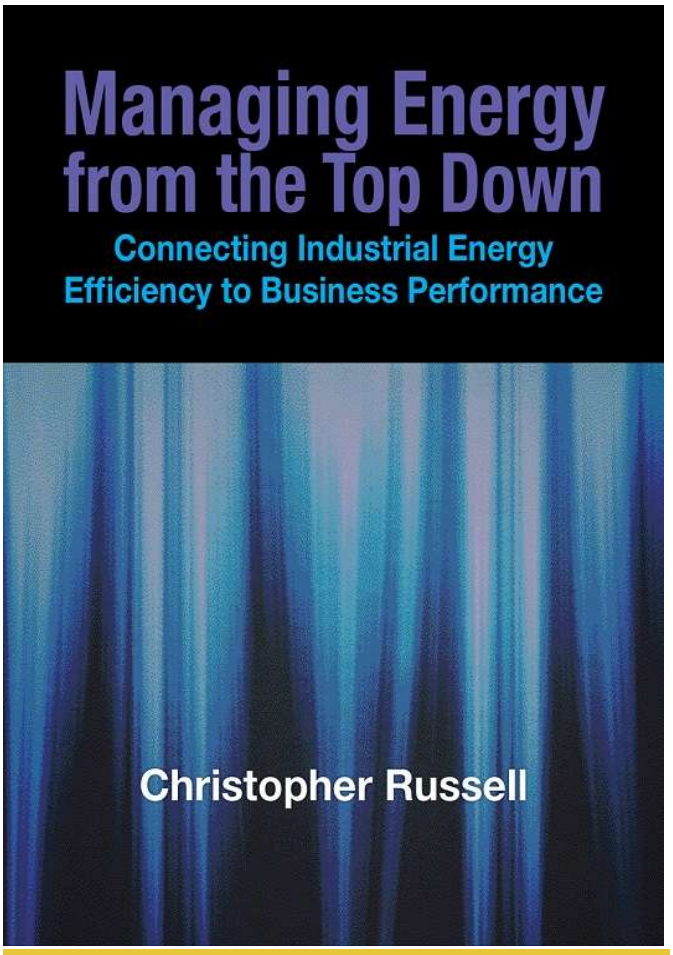
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Managing Energy From the Top Down Connecting Industrial Energy Efficiency to Business Performance

Author: Christopher Russell

Written in accessible, understandable prose, this book explains the connection between energy and business performance. It delineates how day-to-day choices relate to the risks and rewards of energy use. Concise, to-the-point chapters explain how energy is invested, preserved, and ultimately positioned to create wealth. Hard-nosed business leaders should appreciate the section with examples that show a strong financial case for energy improvements, including the save-or-buy criterion, the economic penalty for "doing nothing," the break-even cost, and the budget for supporting design and analysis work.



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