



## Information Brief on Green Power Marketing, Fourth Edition (Paperback)

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By National Renewable Energy Laboratory (NREL)

Bibliogov, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.For the first time in many decades, consumers are being given a choice of who supplies their electric power and how that power is generated. One of these choices is to support electricity generated from more environmentally beneficial energy sources. The term green power generally refers to electricity supplied from renewable energy sources. By some estimates, nearly one-quarter of all U.S. consumers will have the option to purchase green power by the end of 1999, either from their regulated utility provider or in competitive markets. As of July 1999, consumers can choose to purchase competitively marketed green power in California, Massachusetts, Pennsylvania, and Rhode Island. As competition spreads in the electric power industry, more consumers will have this choice. The purpose of this information brief is to provide electric industry analysts with information on green power market trends. Descriptive information on green power marketing activities in both competitive and regulated market settings, as well as other pertinent data and information, are included.



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