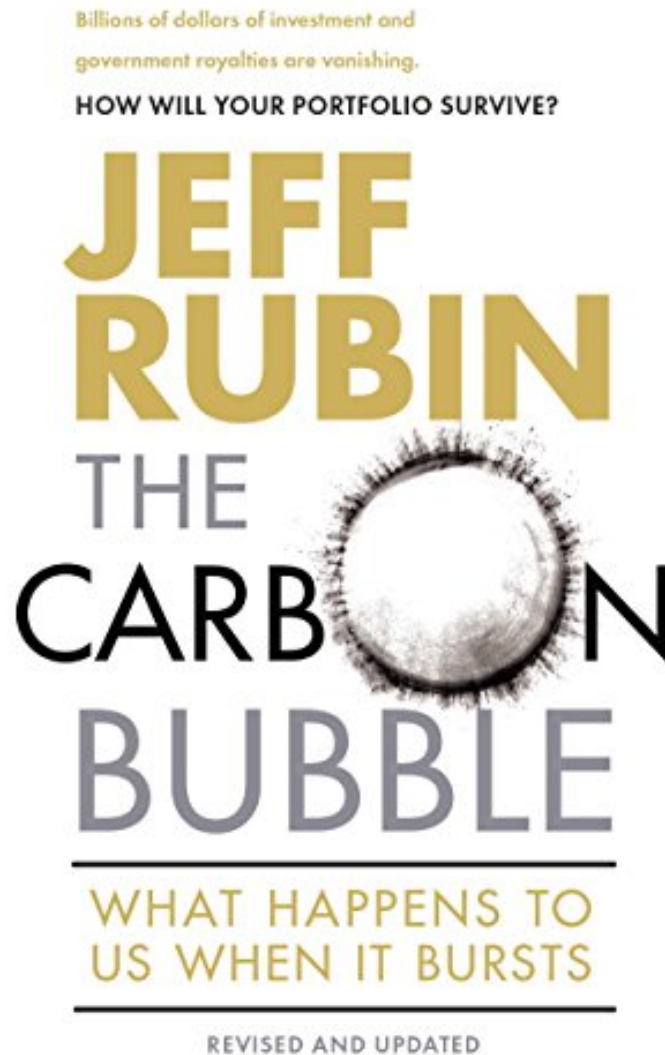


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The Carbon Bubble: What Happens to Us When It Bursts

Jeff Rubin

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Jeff Rubin : The Carbon Bubble: What Happens to Us When It Bursts before purchasing it in order to gage whether or not it would be worth my time, and all praised The Carbon Bubble: What Happens to Us When It Bursts:

1 of 1 people found the following review helpful. Rubin's Third Book Another Good OneBy Doug WelchJeff Rubin has done it again. Another great book on our fossil fuel predicament. Compared to his two earlier books this one is much more focused on the Canadian economy and his main audience is Canadians. According to Rubin, Canadian Prime Minister Stephen Harper has put all of his economic development eggs in the Alberta tar sands basket. Besides the problems of getting fossil fuel to market, the environmental problems, etc. the focus on tar sands has had

implications for other Canadian provinces, hurting the manufacturing base in Ontario and Quebec, for example. Over the past decade the Loonie has become a petro dollar and its high value has made it harder to sell Canadian goods abroad. Canadian trade surpluses have become trade deficits in recent years. Furthermore, Rubin maintains that the environmental degradation and greenhouse gas impact has made Canada a pariah in the eyes of other nations. To make matters worse, the US was supposed to be the tar sands' main customer, and due the increase in US production, the tar sands oil has consistently sold at a steep discount to West Texas and Brent. Along with the economic development theme, Rubin has woven in information on global warming, pipelines, and oil trains. In the case of the latter he exposes the politics and real danger presented by shipping fossil fuels by train; explosive ultralight fuels. thin-walled tanker cars likely to puncture in a derailment. Over the past several years the number of tanker cars of oil increased from the hundreds to the thousands. More and more whole trains are carrying oil because it is cheaper to do so. If one of these trains derailed and exploded in a major North American city the results would be catastrophic. According to Rubin Warren Buffet has bought Burlington Northern Railroad and two tanker car leasing companies to benefit from the lack of pipeline. Later in the book, Rubin discusses alternatives to fossil fuels for the Canadian economy. He suggests that climate change could lengthen the growing season in the Prairie Provinces, making Canada the breadbasket to the world, and moving the Corn Belt north as Iowa and surrounding states become too hot and for corn production. Rubin also discusses Canada's extensive water resources for crop production and power. There is also discussion of the Arctic and the opportunities for shipping. Rubin has covered a lot of ground and done his research--there are thirty plus pages of citations, and integrated it all into a stimulating, informative and interesting book. American readers such as myself can learn a lot from this book, even though the focus is on the Canadian economy.0 of 1 people found the following review helpful. Three StarsBy JackAlthough it was an informative read, there seemed to be excessive repetition in getting to his points.

As the price of oil falls, bestselling author and economist Jeff Rubin takes us to the epicentre of the bursting global carbon bubble, and dares us to imagine a new engine for growth that does not run on oil. For a decade, the vision of Canada's future as an energy superpower has driven the country's political agenda, as well as the fast-paced development of Alberta's oil sands and the push for more pipelines like Keystone XL across the continent to bring that bitumen to market. Anyone who objects to pipelines and tanker-train traffic, north or south of the US border, is labeled a dreamer, or worse--an environmentalist: someone who puts the health of the planet ahead of the economic survival of their neighbours. The Carbon Bubble, Jeff Rubin compellingly shows how an economic vision that rests on oil is dead wrong. Changes in energy markets in the US--where domestic production is booming while demand for oil is shrinking--are quickly turning the oil dream into an economic nightmare. Like U.S. coal stocks, the share values of oil-sands producers have been drastically reduced by falling fuel prices and are increasingly exposed to the world's efforts to reduce carbon emissions. Rubin argues that there is a lifeline to a better future. The very climate change that will leave much of the country's carbon unburnable could at the same time make some of Canada's other resource assets more valuable: its water and its land. In tomorrow's economy, he argues, Canada won't be an energy superpower, but it has the makings of one of the world's great breadbaskets, as everything from the corn belt to viticulture heads to higher latitudes. And in the global climate that the world's carbon emissions are inexorably creating, growing food will soon be a lot more valuable than mining bitumen.

NATIONAL BESTSELLER "A carefully researched and well-documented polemic" --Winnipeg Free Press "Rubin's argument is sleek and fluent. . . . Rubin is an engaging writer." --Financial Post "An astute critique of big oil." --Quill Quire "Rubin is a lively writer. . . . [The Carbon Bubble] is exceedingly well timed." --Edmonton Journal "Thought-provoking." --The Daily Courier (Kelowna, BC) "The Carbon Bubble is Jeff Rubin at his finest." --Thought-provoking. "Meticulously researched. Intelligent without pretension. I highly, highly recommend it!" --Michael Hlinka, Business Commentator, CBC Radio "A feat of economics writer's jiu-jitsu." --Shawn McCarthy, The Globe and Mail "Rubin's argument is sleek and fluent. . . . Rubin is an engaging writer." --Andrew Allentuck, Financial Post "Excellent." --Apartment613 About the Author JEFF RUBIN is the author of Why Your World Is About to Get a Whole Lot Smaller, a #1 national bestseller and the winner of the National Business Book Award. His second book, The End of Growth, was also a #1 bestseller and made multiple best-book-of-the-year lists in 2012. Rubin was the Chief Economist at CIBC World Markets, where he worked for over twenty years. He is a Senior Fellow with the Centre for International Governance Innovation (CIGI) and lives in Toronto.