1. Record Nr. UNINA9910554209803321 Autore Lenox Michael Titolo The decarbonization imperative: transforming the global economy by 2050 / / Michael Lenox and Rebecca Duff Pubbl/distr/stampa Stanford, California:,: Stanford Business Books,, [2021] ©2021 **ISBN** 1-5036-2962-7 Descrizione fisica 1 online resource (xiii, 274 pages): illustrations Disciplina 363.738746 Soggetti Technological innovations - Environmental aspects Greenhouse gas mitigation - Economic aspects Green technology - Economic aspects Climate change mitigation - Economic aspects Carbon dioxide mitigation - Economic aspects Lingua di pubblicazione Inglese **Formato** Materiale a stampa Monografia Livello bibliografico Note generali Description based upon print version of record. Includes bibliographical references and index. Nota di bibliografia Nota di contenuto The path to -- The energy sector -- The transportation sector -- The industrials sector -- The buildings sector -- The agriculture sector --The path forward. "Time is of the essence. Climate change looms as a malignant force Sommario/riassunto that will reshape our economy and society for generations to come. If we are going to avoid the worst effects of climate change, we are going to need to effectively "decarbonize" the global economy by 2050. This doesn't mean a modest, or even a drastic, improvement in fuel efficiency standards for automobiles. It means 100% of the cars on the road being battery-powered electric vehicles or some other non-carbon

that will reshape our economy and society for generations to come. If we are going to avoid the worst effects of climate change, we are going to need to effectively "decarbonize" the global economy by 2050. This doesn't mean a modest, or even a drastic, improvement in fuel efficiency standards for automobiles. It means 100% of the cars on the road being battery-powered electric vehicles or some other non-carbon emitting powertrain. It means 100% of our global electricity needs being met by renewables and other non-carbon emitting sources such as nuclear power. It means electrifying the global industrials sector and replacing carbon-intensive chemical processes with green alternatives, eliminating scope one emissions - emissions in production - across all industries, particularly steel, cement, petrochemicals, which are the backbone of the global economy. It means sustainable farming while still feeding a growing global population. Responding to the existential

threat of climate change, Michael Lenox and Becky Duff propose a radical reconfiguration of the industries contributing the most, and most harmfully, to this planetary crisis. Disruptive innovation and a particular calibration of industry dynamics will be key to this change. The authors analyze precisely what this might look like for specific sectors of the world economy - ranging from agriculture to industrials and building, energy, and transportation - and examine the possible challenges and obstacles to introducing a paradigm shift in each one. With regards to existent business practices and products, how much and what kind of transformation can be achieved? The authors assert that markets are critical to achieving the needed change, and that they operate within a larger scale of institutional rules and norms. Lenox and Duff conclude with an analysis of policy interventions and strategies that could move us toward clean tech and decarbonization by 2050"--

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