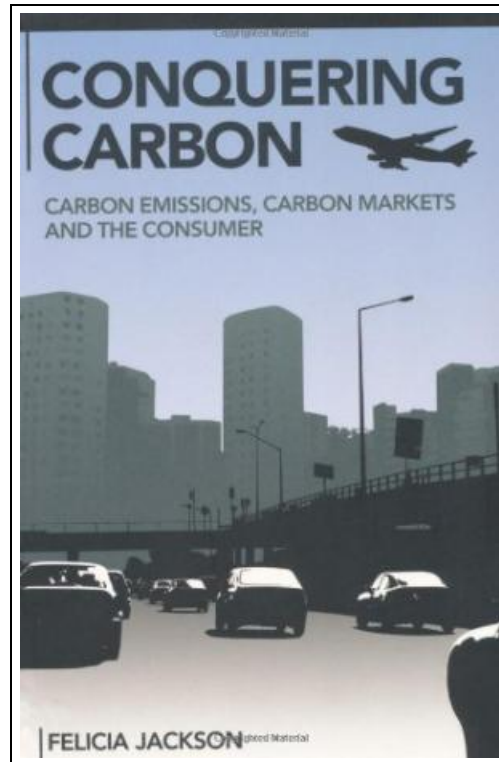


## Conquering Carbon: Carbon Emissions, Carbon Markets and the Consumer



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### ***Reviews***

*Completely essential read through publication. It normally does not expense excessive. It is extremely difficult to leave it before concluding, once you begin to read the book.*

***(Morris Cruickshank)***

## CONQUERING CARBON: CARBON EMISSIONS, CARBON MARKETS AND THE CONSUMER



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IMM Lifestyle Books. Paperback. Book Condition: new. BRAND NEW, Conquering Carbon: Carbon Emissions, Carbon Markets and the Consumer, Felicia Jackson, This is a book to help consumers understand the consequences of carbon emissions and why we cannot afford to ignore them. 2009 will be a pivotal year in terms of carbon markets. A successor to the Kyoto Protocol is to be agreed by the end of the year and it essential that individuals start to understand and take responsibility for their carbon footprints. Carbon markets are the key to the largest economic change since the Second World War. We need to alter our relationship with carbon by learning how best to manage and prevent the loss of our resources in order to increase our sustainability. "Conquering Carbon" provides a clear overview of the role of carbon and the direct effects of our relationship with it. By providing a historical overview of global warming and key issues, examining the key players in the carbon market and looking at countries, companies and consumers' actions and the reasons behind these decisions, "Conquering Carbon" allows people to take action on an individual basis, which author Felicia Jackson argues is the ultimate consumer act. Understanding the role of carbon, its price, the market and the power of the consumer gives an individual the chance to affect the development of climate change legislation and political will. This book allows us to use the power of our wallets to influence the choices that corporations make.



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