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# Coming Clean: Breaking America's Addiction To Oil And Coal



## Synopsis

In this timely book, Michael Brune, executive director of Rainforest Action Network (RAN), shows us how we, as motivated citizens, can kick our own fossil-fuel habit and pressure policymakers and corporations to change their energy priorities. His vivid reports remind us of the economic, environmental, moral, and public-health costs of fossil-fuel dependence, and how our government and international banks are complicit. Brune also describes the most promising developments in renewables, biofuels, and efficient design, and offers an inspiring vision of the clean energy future within our reach. Under Brune's leadership, RAN has had stunning success in getting corporations—including Home Depot, FedEx Kinko's, Citigroup, and Bank of America—to green their business practices, and his activist skills and passion are at the heart of this book. Overflowing with pragmatic and well-tested advice, *Coming Clean* is rooted in the author's faith that Americans acting together can create profound change.

## Book Information

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## Customer Reviews

An experienced political activist and straight-talker, executive director of the Rainforest Action Network Brune challenges average citizens to join him in the fight for clean energy, warning that, even though "60 percent of Americans believe that we must take action now," it will only happen by "changing corporate America and challenging our political leaders." Presenting a trove of information, Brune looks at the costs of oil dependency, the dirty mechanics of so-called "clean

coal," the role played by politics and finance, and the possibilities for a post-oil economy. "Take Action" sections at the end of each chapter suggest further reading and viewing, ways to profile an adversary, how to identify the most important issues to you, and what to do from there (speaking out, organizing others, taking your demands to government representatives). While Brune is obviously looking to recruit converts, his guide contains enough solid, interesting information (Ford Motor Company's current fleet averages fewer miles per gallon than their old Model-T) to fill in anyone interested in the present state of the energy economy. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Although it is certainly laudable that the average person has become more amenable to replacing incandescent lightbulbs with compact fluorescents and trading in the family SUV for a fuel-efficient hybrid, it is equally deplorable that our nation's corporate and government leaders have failed to demonstrate a similar commitment in the battle to stop climate change. The dynamically committed executive director of Rainforest Action Network, Brune has been at the forefront in efforts to identify and incorporate technological innovations and demonstrate and promote environmentally responsible lifestyle adaptations. Through creatively inspired grassroots and guerilla activities targeting high-profile industries, RAN has persuaded many recalcitrant corporate officials to adopt new energy policies and practices. Yet there is still work to be done, and Brune artfully exposes the shameless tactics employed at every level of the energy supply chain by those intent upon maintaining the status quo. Sharing proven methods to jump-start the necessary paradigm shift away from fossil-fuel dependency, Brune offers an enlightened yet impassioned manifesto on how to achieve clean energy. --Carol Haggas

"Coming Clean" by Michael Brune This book tells the truth about what is going on with corporations and what they want us to believe about them. The book is a life changer and I highly recommend it for persons who are wed to the environment and use of the Earth's materials. The profit motive changes a lot of what we think is happening and you will learn the truth through this book. I want to buy some more for friends and family of mine so the truth can be more circulated and people can choose what they know is right for them, and for the country.

With Michael being very hands-on, ravaging through forest, mountains and indigenous land area... He is qualified to express his concern to us. I adore his remedy and recommendation for each and everyone to participate. It's a book that everyone, especially for those who want their generation

after them to strive, should give the insightful book a go.

Coming Clean is the book I've been searching for. Billed as the "information, inspiration and tools we need to jump-start a clean energy future," it did not disappoint. The author, Michael Brune of the Rainforest Action Network, takes a comprehensive and global look at the problems created by America's dependence on fossil fuels and thoughtfully examines the alternatives. Although the book covers a lot of ground, it never bogs down. It assesses the true costs of oil and coal, discusses how pay-to-play politics and the current international banking system perpetuate the use of fossil fuel, and then examines alternatives. Chapters are devoted to developing better transit solutions, building better cars, finding appropriate uses for biofuels, integrating sun and wind energy into the grid and leveraging conservation for all it's worth. One of the most inspiring things about this book is its focus on success stories. Although Brune paints a bleak picture of America's current energy policy and the political system that spawned it, he always reminds readers that change is possible and backs up the assertion with stories of his successes in stopping rainforest destruction in the basin and around the world. He is a firm believer that true change arises out of grassroots activism and his enthusiasm is catching. I finished the book with a long list of things I want to do, things I want to speak out against, and things I want to learn more about. I liked the format of this book as well as the content. Compelling facts are set out in "pass it on" sidebars. Each chapter includes suggested actions for individuals wanting to make a difference, ways to for activists to make their views know, and suggested reading, viewing and web links.

Many books on our dirty energy do nothing but give stats about the problem and offer no solutions. This book I found very informative because the author does not just complain he also provides solutions. At the end of each chapter and at the end of the book there are recommendations and websites to visit where you can take action, which anyone can follow easily. There were also things I had never thought about in this book like pressuring banks not to lend money to polluting industries which are lacking in other books. Overall, it's a good book to read and if you are interested in taking some action to help it provides a good start of things you can follow.

Coming Clean is an important book that is a really great read for anyone who wants to understand why America is addicted to oil and coal, and more importantly, learn how people are fighting for a clean energy future that will be good for our country, our economy, and the planet as a whole. Even more importantly, you'll learn about many ways you can get involved and be a part of the solution

yourself. I really liked Coming Clean's focus on vision and action, combined with its hopeful tone giving a sense of what is possible and plenty of inspiration and tools as promised on the cover. I started using the Take Action and Resources sections before I even finished the book. I also found there to be a lot more useful nuts and bolts and thought-provoking information and statistics in this book than other more challenges-focused books that tend to be overloaded with less essential info (and that for me usually start to feel onerous around the halfway to 2/3 mark). In contrast, Coming Clean is lean and focused with clarity of purpose. There's great use of humor and engaging stories of people making a difference that make it an enjoyable, quick read. But once you are finished, you will likely be inspired enough to return to it often to utilize its many tools for taking both individual and collective action.

I thoroughly enjoyed Coming Clean! Michael Brune writes about complex issues of climate change and energy in an accessible, engaging way. The book is chock full of information - it clearly presents the problems we're facing, but it doesn't make you feel hopeless. Brune tells fascinating stories with an insider's view of past activism to stop major corporations from destroying our environment, as well as stories of regular people taking action in their communities. Every couple of pages, I found myself jumping out of my seat to share something with my boyfriend or whoever happened to be nearby at the time. I love that every chapter gives you things you can do right away to address the issues raised in that chapter. It's a very empowering and affirming read!

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