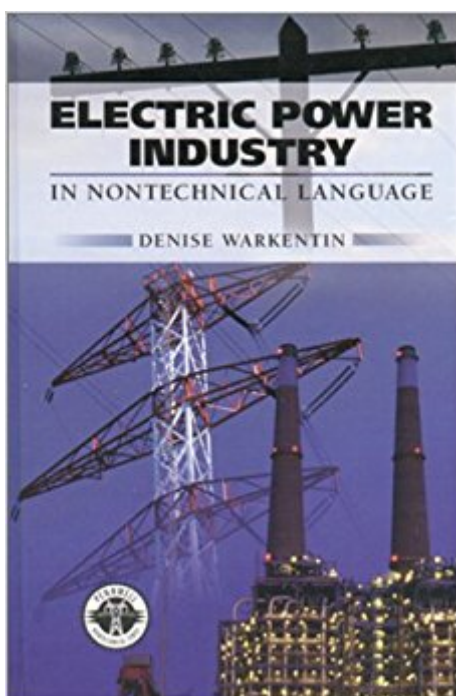


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# Electric Power Industry: In Nontechnical Language (Pennwell Non-Technical)



## Synopsis

Gives you a concise overview of the electric industry along with details on shareholder-owned, consumer-owned, and government-owned utilities, as well as rural cooperatives and independent power producers.

## Book Information

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## Customer Reviews

In addition to serving as managing editor of Energy Marketing and Electric Light & Power magazines, Warkentin is the best-selling author of Energy Marketing Handbook: a Nontechnical Guide published by PennWell in 1996. She is a frequent guest speaker at industry conferences and electric utility trade group meetings and also teaches seminars on a variety of topics. Warkentin holds a BA in journalism from the University of Oklahoma. She has been writing on business, regulatory, environmental, and legal issues for 13 years and has served as an active communicator of events surrounding the electric power and natural gas markets for six years. In 1997 and 1998, she was inducted as a member of the International Who's Who of Professionals.

Major editing and grammatical errors throughout (for instance, "ensure" vs. "assure", reporting of numbers that are off by a factor of 1000,) and serious problems with sentence construction. Any grader of high school student papers will be familiar with the technique of paraphrasing a simple cut-and-paste of information freely available on the Internet with the periodic insertion of "[party]

maintains that [chunk of website text here.]" This type of information constitutes the majority of the books' contents. Major and difficult technical concepts (such as reactive voltage, or operational considerations) are related / introduced but not explained. Further, a 2007 edition is necessarily seriously outdated, as major structural reforms throughout the industry since the energy policy act of 2005 are far further advanced than they were at the time of writing of the book. Chapters are poorly organized, sometimes mutually redundant, and offer no particular insight into the industry.

Denise has done a great job covering the basics of the electric power industry. It does need to be updated with some of the new initiatives, such as AMI and smart metering. I would also recommend a brief overview of the challenges the industry has faced with cyber security. These would be great topics to add for an update.

I think that it's a very good book educating in the energy management field. Occasionally the author writes in first person so that he is making reference about his own and his/her colleagues' experiences.

Good

This is actually a very good book. I've been an electrician in the Navy for about 9 years. After recently getting hired on by a company that is right in the middle of the "deregulation" situation in California. I've been entered into a pretty intensive training program, where we are required to learn about the entire process. In fact it's a pretty dynamic atmosphere, considering what's going on here in Cali. Well if you've never seen an inkling of this information, it's quite a lot to grab at first. This book, does a very good job of laying down industry terms, and explaining them where even someone with no idea of what's going on will have a pretty good picture after completing the book. Another good note to add is that sometimes the topic can have some dry spells, but the book does a good job of keeping the reader awake and interested. The author is well educated and has a good insight on what could become the future of the industry. I received the book through my company and in fact it is required reading for us. All in all, I highly recommend this book to anyone who is interested in, or is new and up and coming in the industry.

Unfortunately, the book starts off with too many simple editing errors and that made me fearful of the accuracy of the remaining text. I returned the book. For example, page 4 (this is the second

page of the book after the preface) refers to year 2003 utility expense data listed in a table on the opposite page. However, the table has no data for 2003. The author also confuses millions of dollars with billions of dollars when walking the reader through major utility expenses in this section of the book. That's a big editing oversight in the initial pages. I think this could be a very useful book for someone like myself trying to get an understanding of the electric power industry, but it needs tightening up.

The author does a good job in relaying how US's electrical utilities work and how the deregulation and changing market affects the industry. So far this is the most comprehensive book I have found on the topic to date. However the text could stand to be reworked to become more readable as the author almost struggles to express the technology in layman's terms. The book also suffers from being divided into three parts. It results in some annoying repetition and makes it difficult to use the book as a reference. The author, however, has included a very informative appendix explaining the technical terms plus an appendix with names and addresses of resources. That alone makes the book invaluable for somebody getting into the field.

Gives a great general overview for anyone that is wanting to get into the electric business.

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