



“Global Warming Executive Predictions” Book Excerpt

**Edited by Mitchell Levy
& Jitendra Mudhol**

**Subset of the book brought
to you by Happy About**



20660 Stevens Creek Blvd.
Suite 210
Cupertino, CA 95014

WHITE PAPER Table of Contents (included here)

- Chapter 1: No Hope
- About the Authors, Mitchell Levy and Jitendra Mudhol
- Getting the book and other books from Happy About

Getting “Global Warming Executive Predictions”

(<http://happyabout.info/GlobalWarming.php>)

“Global Warming Executive Predictions” can be purchased as an eBook for \$11.95 or tradebook for \$16.95 at <http://happyabout.info/GlobalWarming.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

Contents

NOTE: This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

	Introduction	1
Chapter 1	No Hope	3
	Axel Kloth, CTO, Parimics	3
	Dennis, Former CEO, Okidata Corporation	4
	Rob Ingersoll, Contributor to 'Foolosophy'	5
	Anyck Turgeon, Chief of Market Strategy & Security, Crossroads Systems	6
	Phillip Howells, Self-Employed	7
Chapter 2	Strong Case	9
	Brad Peppard, Partner, MarketingBank	9
	Catherine Kitcho, The Launch Doctor, Author, 'Happy About Being a Baby Boomer'	10
	Phillip Howells, Self-Employed	11
	George L. Roman, Senior Enterprise Consultant, Rockville, MD	12
	Rohit Talwar, CEO, Fast Future	13
	Mahmood A. Khan, Hewlett Packard Services, Business Strategy and Implementation Application Outsourcing and EAS Practice Principal	14
	Ian Browde, Global Village Idiot and Social Technologist	15
	Ralph Marx, CEO, Advocate Systems, Inc.	16
	Matthew Roche, CEO, Offermatica	17
Chapter 3	Yes, but	19
	Mark Moore, CEO, Omni Agri Resources LLC.	19
	Michael Drapkin, CEO, Drapkin Technology Corp	20
	Mike Heintz, President, University Electric	21

	Anyck Turgeon, Chief of Market Strategy & Security, Crossroads Systems	22
	Michael Britti, CEO, TU Rental Screening Solutions	23
	Miguel Terrizzano, CEO, Pierpont.com	24
	Peter Ostrow, President and CEO, Technical Communities, Inc.	25
Chapter 4	No, but	27
	Jon William Toigo, CEO, Toigo Partners International	27
	Brock Hinzmann, Technology Navigator, SRI Consulting Business Intelligence	28
	Lee Slaughter, Director, LWS Communications Limited	29
	Bobby Jadhav, CTO, Siterra	30
	Frank Slotman, President & CEO, Data Domain, Inc.	31
	Bryan D. Stolle, Partner MDV - Mohr, Davidow Ventures	32
	Jim Sterne, Chairman, http://www.WebAnalyticsAssociation.org	33
	Fred Sibayan, CEO/Chairman, Vortex Intellectual Property Exchange Corporation	34
Chapter 5	Call to Action	35
	Kurt Doelling, Vice President Supply Management, Sun Microsystems, Inc.	35
	Rohit Talwar, CEO, Fast Future	36
	Sheridan Tatsuno, Principal, Dreamscape Global	37
	Jim O'Toole, Daniels Distinguished Professor of Business Ethics, Daniels College of Business, University of Denver	38
	Mark Rabkin, CEO, Closet Factory of Silicon Valley	39
	Gemma Lim, Co-Author, 'Apartment Management'	40
	Peter Paul Roosen, Author, 'Overcoming Inventoritis: The Silent Killer of Innovation'	41

	Ross Sedgewick, Director, Global Product Marketing, Siemens Enterprise Communications	42
	Richard Simoni, Partner, Asset Management Company	43
	Jean Paul Jacob, IBM Research Emeritus and Visiting Scholar at U.C. Berkeley	44
	Anant L. Kulkarni, Managing Partner, I2M Pvt (India) Ltd	45
	Barbara L. Harley, Author, 'International Business Incubation for Global Trade'	46
	Dave Nielsen, Director, ISV & Developer Program, Strike Iron	47
	Deepika Bajaj, Founder and CEO, Invincibelle	48
	Eddy Coenye, CEO, Nubiquity	49
	Phil Hood, Principal, Transcend Strategy Group	50
Chapter 6	Suggestions / Predictions	51
	Stewart L. Levine, Esq., Co-Author, 'Collaboration 2.0'	51
	Frank Slooman, President & CEO, Data Domain, Inc.	52
	Buddy Arnheim, Partner / Member of Firm's Executive Committee, Perkins Coie LLP	53
	Prasad Kaipa, Ph. D., CEO Advisor and Coach	54
	Sheridan Tatsuno, Principal, Dreamscape Global	55
	George L. Roman, Senior Enterprise Consultant, Rockville, MD	56
	Sam Gill, Co-Author, 'Climbing the Ladder of Business Intelligence'	57
	Brock Hinzmann, Technology Navigator, SRI Consulting Business Intelligence	58
	Catherine Kitcho, The Launch Doctor, Author, 'Happy About Being a Baby Boomer: Facing Our Newfound Longevity'	59
	Anyck Turgeon, Chief of Market Strategy & Security at Crossroads Systems	60
	Ralph Marx, CEO, Advocate Systems, Inc.	61
	Bobby Jadhav, CTO, Siterra	62
	Rob Ingersoll, Contributor to Foolosophy	63

	Claes Gustafsson, VP Sales & Marketing, DNA2.0	64
	Rob Ingersoll, Contributor to Foolosophy.	65
	Dave Nielsen, Director, ISV & Developer Program, Strike Iron	66
	Conclusion	67
Authors	About the Authors	69
Your Book	Create Thought Leadership for your Company	71
	Why wait to write your book?	72
Books	Other Happy About Books	73

No Hope

What are your thoughts on Global Warming? Is it real? What should we do about it?

**Axel Kloth,
CTO, Parimics**

"It is real, it is here, and there is not a lot we can do about it other than trying to save energy, make more efficient use of it, and try to convince India and China to cap their energy consumption. Build more nuclear reactors, but that is politically not opportune."

**Dennis, Former
CEO, Okidata
Corporation**

"Global warming is real and with the expansion of industry in China and the rest of Asia we will really push the healthy limits of the world in the next five years."

**Rob Ingersoll,
Contributor to
'Foolosophy'
(Publisher:
Happy About)**

"Alternate fuel vehicles will be seen popping up all over the country but big oil companies will try to squash the competition since they still have more than enough oil to keep people going for the next hundred years."

**Anyck
Turgeon, Chief
of Market
Strategy &
Security,
Crossroads
Systems**

"Global warming is indeed taking place, yet I do not believe that companies are truly ready to implement extremely costly and impractical Green IT solutions. As such, unless laws are implemented and major social changes take place, global warming will keep on taking place at an astronomical rate. Moving inland might be a necessary option in the future for many people living in beach communities, but few will do so, as the pleasure of the beaches is quite intoxicating."

**Phillip Howells,
Self-Employed**

"Can we do anything? Probably not enough. All the best efforts of those desperately wishing for us to change while we still can, will almost certainly be beaten by the vested interests.

I am not a pessimist, but I do think humans do not yet realize that it is not the planet that needs saving—it will be here for billions of years yet—[it is] the environment on the planet that makes it conducive for humans and the species we depend on for our survival, to survive."

About the Authors



Mitchell Levy is Director of the innovative Silicon Valley Executive Business Program and the CEO and Publisher of Happy About, a book publisher with 50 titles. Mr. Levy is the author of nine business books, the creator of the Value Framework®, and on the board of directors of Rainmaker Systems (NASDAQ: RMKR). He is the former Chair of comdex.biz at Comdex Fall and was at Sun Microsystems for 9 years, during the last four of which he managed the e-commerce component of Sun's \$3.5 billion supply chain. He is a popular speaker, lecturing on business and management issues throughout the U.S. and around the world.



Jitendra S. Mudhol is the Co-Executive Editor of the Happy About Entrepreneurship and Telecom Series. He is an Entrepreneur, Consultant, Blogger, Speaker and a Teacher, having worked in multiple countries and cultures for over seventeen years. He co-founded his first startup (Infonics Software) in 1998 and sold it in 2002. He co-founded Broman Wireless in the Silicon Valley in 2006. He advises companies (including Siemens, IBM, Toshiba and Fujitsu) in the areas of Wireless and Embedded Systems. He edits the Silicon Valley Blog (URL: <http://startupnewz.com/blog>) where he reviews hot startups and new technologies in the area of Wireless/Mobile. Fascinated by innovation and creativity, he is working with Prof. Michael Ray of Stanford University on "Creativity in Business" workshops. He has previously published with IEEE Software and other publications.

A Message From Happy About®

Thank you for your purchase of this Happy About book. It is available online at <http://happyabout.info/GlobalWarming.php> or at other online and physical bookstores.

- Please contact us for quantity discounts at sales@happyabout.info
- If you want to be informed by e-mail of upcoming Happy About® books, please e-mail bookupdate@happyabout.info

Happy About is interested in you if you are an author who would like to submit a non-fiction book proposal or a corporation that would like to have a book written for you. Please contact us by e-mail editorial@happyabout.info or phone (1-408-257-3000).

Other Happy About books available include:

- 42 Rules of Marketing:
<http://happyabout.info/42rules/marketing.php>
- The Home Run Hitter's Guide to Fundraising:
<http://happyabout.info/homerun-fundraising.php>
- Overcoming Inventoritis:
<http://happyabout.info/overcoming-inventoritis.php>
- They Made It!:
<http://happyabout.info/theymadeit.php>
- Communicating the American Way:
<http://happyabout.info/communicating-american-way.php>
- I'm on LinkedIn--Now What???:
<http://happyabout.info/linkedinhelp.php>
- Expert Product Management:
<http://happyabout.info/expertproductmanagement.php>
- Rule#1: Stop Talking:
<http://happyabout.info/listenerspress/stoptalking.php>
- Scrappy Project Management:
<http://happyabout.info/scrappyabout/project-management.php>
- The Business Rule Revolution:
<http://happyabout.info/business-rule-revolution.php>
- Offshoring Secrets:
<http://happyabout.info/offshoring-secrets.php>
- Awakening Social Responsibility:
<http://happyabout.info/csr.php>
- Foolosophy:
<http://happyabout.info/foolosophy.php>