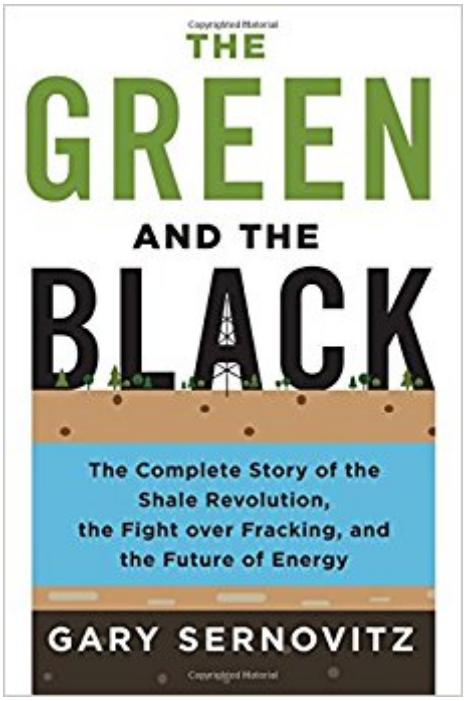
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The Green And The Black: The Complete Story Of The Shale Revolution, The Fight Over Fracking, And The Future Of Energy



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Synopsis

Gary Sernovitz leads a double life. A typical New York liberal, he is also an oilman - a fact his left-leaning friends let slide until the word "fracking" entered popular parlance. "How can you frack?" they suddenly demanded, aghast. But for Sernovitz, the real question is, "What happens if we don’t?"Fracking has become a four-letter word to environmentalists. But most people don’t know what it means. In his fast-paced, funny, and lively book, Sernovitz explains the reality of fracking: what it is, how it can be made safer, and how the oil business works. He also tells the bigger story. Fracking was just one part of a shale revolution that shocked our assumptions about fueling America’s future. The revolution has transformed the world with consequences for the oil industry, investors, environmentalists, political leaders, and anyone who lives in areas shaped by the shales, uses fossil fuels, or cares about the climate - in short, everyone. Thanks to American engineers’ oilfield innovations, the United States is leading the world in reducing carbon emissions, has sparked a potential manufacturing renaissance, and may soon eliminate its dependence on foreign energy. Once again the largest oil and gas producer in the world, America has altered its balance of power with Russia and the Middle East.Yet the shale revolution has also caused local disruptions and pollution. It has prolonged the world’s use of fossil fuels. Is there any way to reconcile the costs with the benefits of fracking?To do so, we must start by understanding fracking and the shale revolution in their totality. The Green and the Black bridges the gap in America’s energy education. With an insider’s firsthand knowledge and unprecedented clarity, Sernovitz introduces readers to the shales - a history-upturning "Internet of oil" - tells the stories of the shale revolution’s essential characters, and addresses all the central controversies. To capture the economic, political, and environmental prizes, we need to adopt a balanced, informed perspective. We need to take the green with the black. Where we go from there is up to us.

Book Information

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Customer Reviews

"[Sernovitz] brings a lively eye to the field of fracking" - The New York Times Book Review Ã¢â ¬Å“It is refreshing to have such contentious issues sieved through Mr. SernovitzÃ¢â ¬â„¢s inquisitive mind, balancing the most pessimistic and optimistic visions of change.Ã¢â ¬Â• Ã¢â ¬â œ The Wall Street JournalÃ¢â ¬Å“The Green and the Black is well balanced, reporting accurately and entertainingly on the attitudes and beliefs of oilmen and environmentalist about fracking and the oil industry in general" - The New York Review of BooksÃ¢â ¬Å“a worthy projectÃ¢â ¬â ¢if anything, it is the project for ushering mankind into a sustainable futureÃ¢â ¬â ¢and SernovitzÃ¢â ¬â„¢s attempt is thoughtful and entertaining.Ã¢â ¬Â• - The New Republic"Sernovitz, who writes with flair, humor, and assurance, includes some recent history of the industry, some big personalities, a little technology and geology, arguments of environmentalists (the "Green" of the title) and of oilmen ("Black"), and a wealth of statistics....An insider’s cheerful, energetic examination of an industry that has changed dramatically in the last decade.Ã¢â ¬Â• Ã¢â ¬â œ Kirkus "SernovitzÃ¢â ¬â„¢s deep insiderÃ¢â ¬â„¢s knowledge and scintillating prose make this one of the best treatments of this very contentious subject" - Publishers Weekly"Sernovitz writes passionately, even lovingly of the industry... offers a necessary perspective" - Booklist"an excellent, informative and well-written book about the shale revolution in North DakotaÃ¢â ¬â„¢s Bakken formation as well as other shale formations in the U.S. The author writes with a sense of humor, which helps make this such a good read, one that is hard to put down." - Bismarck Tribune"the most engaging book published so far on the subject" - H-Energy"His book is like a mash-up of The Daily Show and a National Geographic special... If you want to dig into the intriguing issues powering the energy revolution, then you definitely should read The Green and the Black." - Urban LandÃ¢â ¬Å“Across the broad spectrum of American writers, there’s simply no one else quite like Gary Sernovitz, at once a brilliant novelist, hilarious cultural critic, energy-industry insider, and self-described ’liberal oilman.’ (Imagine Saul Bellow’s giant ecstatic heart transplanted into T. Boone Pickens, and you’re getting warm.) This has to be one of the most searching, literate, and funniest books about American energy ever written, and it will usefully complicate even one’s most zealous certainties about fossil fuels.Ã¢â ¬Â• Ã¢â ¬â ¢Tom BissellÃ¢â ¬Å“As a

novelist-turned-oilman, Gary Sernovitz is uniquely equipped to introduce the general reader to the complexities of the oil industry. Erudite, conversational, and brimming with vivid descriptions and helpful analogies, The Green and the Black informs and expands the contemporary debate around fracking and fossil fuels.Ã¢â ¬Â• Ã¢â ¬â ¢Kate Bolick"[The Green and the Black] provides a comprehensive, balanced view of the far-reaching impact of the U.S. shale revolution." - Mark Papa, Former Chairman and CEO, EOG Resources"Gary Sernovitz has written a mini-masterpiece about an American-born technology that has the continuing potential to revolutionize the world of energy economics and bring about social and political challenges and opportunities for many decades. His style is intelligent, balanced with regard to highlighting competing views of each major topic, and technically and economically illuminating. Everyone in America should read Chapter 11. If you don't necessarily agree with every claim the author makes, you will nonetheless find the book incredibly informative, well-researched, and witty." - Jim Hackett, Former Chairman and CEO, Anadarko Petroleum"Gary Sernovitz is a unique figure in American letters. A talented novelist (his The Contrarians should be read alongside Liar's Poker as an introduction to the world of the American investment bank), he is also a private equity investor, specializing in the oil sector. He is, finally, a person of conscience. His account here of the shale revolution of the past decade is funny, informed, and unsparing. You may not share his affection for natural gas, or accept his case for fracking, but if you are opposed to these technologies - and you should be - it's important to understand the other side." - Keith Gessen

GARY SERNOVITZ is a managing director at Lime Rock, an oil- and gas-focused private equity firm. He began his career as an oil equity research analyst at Goldman Sachs. He has written two novels, Great American Plain (2001) and The Contrarians (2002), as well as essays and reviews for The New York Times, The Wall Street Journal, n +1, and Slate, among others. A native of Milwaukee, Wisconsin, he lives in New York City with his wife.

Sernovitz does for the Shale Revolution what BroadwayÃƒÂ¢Ã â ¬Ã â„¢s Hamilton has done for the American Revolution. His book takes what some might consider to be a sleepy topic and brings it to life with a balanced, educational, and extremely witty approach. A significant amount of information is presented in a way that is meaningful, interesting, and informative for both oil and gas industry veterans and the casual reader alike. Filled with timely information on a very important, transformative event that affects us all, this book is a must read to understand the world of energy around us.

If you want a great read about US energy and where it may be going, The Green and the Black is good one. There is so much misinformation out there that a deeper dive into the reality of what forms of energy and the development of those forms are presented. You will read a realistic and informed discussion of the benefits and downsides of the the options and the effects to the world markets. Well developed history with insights from differing perspectives brings a thoughtful inspection of where we have been and where we may be going. I enjoyed the investment.

This is a superb and important book. It marries the insider's insight and knowledgeability with a natural writer's gift for explanation, perspective, clarity, and balance. It is clearly the product of a well-ordered mind, so it gives a complete picture that is easy to digest. I learned a ton, and gained a new appreciation for the significance of what I was learning. Energy powers the world--we need it, and how we should go about getting it in the face of climate change is as important a topic as they come. But in Sernovitz's hands, it never feels like homework--it's fun to read.

This book did a good job of giving a balanced view on hydraulic fracturing. The writing style reminds me blends lighthearted humor with quality information. The author tries to be neutral, but implicitly concludes that although the shale gas revolution has some negative environmental impacts and growing pains in terms of regulations and best-practices, the economic benefits outweigh the negatives.

For anyone caught up in the shale debate, read this book before you draw an idealogical boundary in the sand. You will come out likely more pro shale than before, and with a good but of ethical reasoning behind your decision

* fracking is done way low, well water is sourced way higher, so contamination is more likely from the surface or drilling down* source rocks are more abundant, better characterized, and more predictable than domes catching what they slowly release* yup, construction activity can be disruptive in the country* American social arrangements lead to uneven local compensation for mostly surface annoyances* cheap gas is currently good, an upper bound on oil price has nice diplomatic consequences, and there is no reason that cheapening solar and wind should not change everything energy related again* soil types (e.g. Clay is bad; brittle rock is good) can break fracking as an economic activity. USA is the major beneficiary of fracking and other countries may

land up using the more universal wind and solar, depending on the less known opportunities in storage to fill in the gaps. New Zealand and a few other countries with large dispatchable hydro penetration and good grids are well situated here.

Brilliant and readable, Gary makes a technical topic sound interesting. I have seen countless diagrams of horizontal fracking without ever reading why horizontal drilling was a major part of the (several) advances that made the fracking revolution possible. Gary weaves the story and the facts together in a way that few authors can. It does not, however, lack relevant facts. I got out the highlighter earliy in the reading of it and started marking furiously.This book should be read by everyone, pro or con fracking, who wants to talk from knowledge instead of prejudice.

An insightful and entertaining analysis of the shale revolution. Mr. Sernovitz provides a thoughtful and balanced perspective on issues more often presented through shrill discourse and partisan divides.The book received a great review from the Wall Street Journal, which noted, ÃƒÂ¢Ã â ¬Ã Å“It is refreshing to have such contentious issues sieved through Mr. SernovitzÃƒÂ¢Ã â ¬Ã â„¢s inquisitive mind, balancing the most pessimistic and optimistic visions of change.ÃƒÂ¢Ã â ¬Ã Â•Highly recommended to anyone interested in learning more about these issues!

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