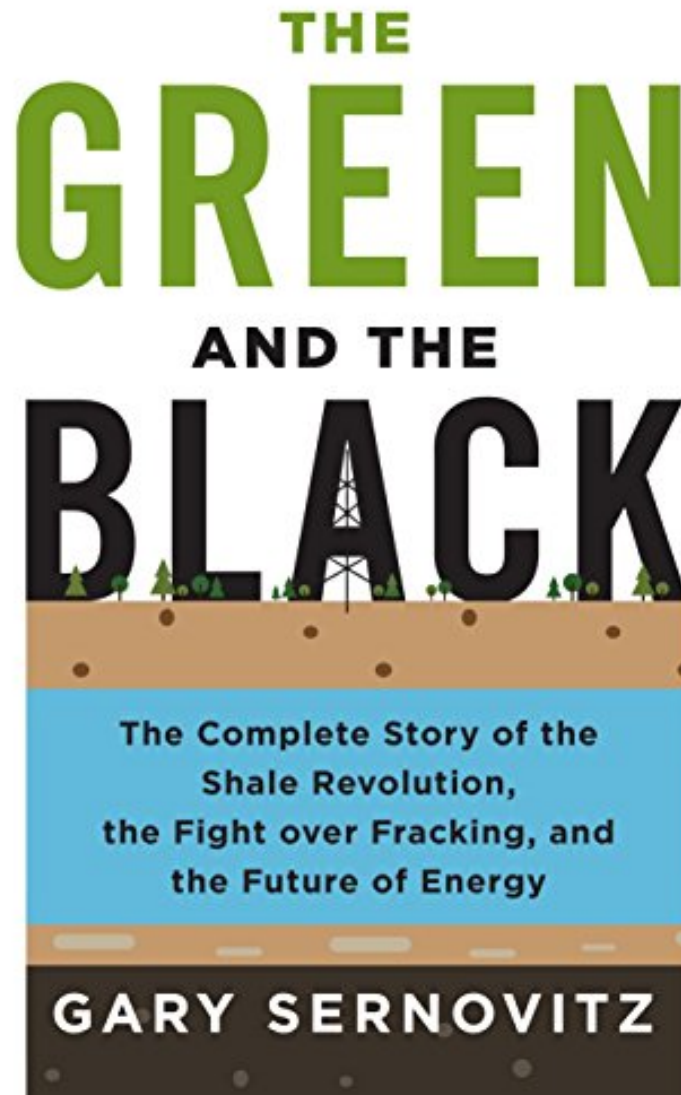


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## **The Green and the Black: The Complete Story of the Shale Revolution, the Fight over Fracking, and the Future of Energy**

*Gary Sernovitz*

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**Gary Sernovitz : The Green and the Black: The Complete Story of the Shale Revolution, the Fight over Fracking, and the Future of Energy** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Green and the Black: The Complete Story of the Shale Revolution, the Fight over Fracking, and the Future of Energy:

5 of 5 people found the following review helpful. An educational yet entertaining read on a very timely topicBy T.

LyonsSernovitz does for the Shale Revolution what Broadway'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. 2 of 2 people found the following review helpful. If you want a great read about US energy and where it may be ...By CustomerIf 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. 2 of 2 people found the following review helpful. Superb and importantBy E C HThis 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.

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.

"[Sernovitz] brings a lively eye to the field of fracking" - The New York Times Book "It is refreshing to have such contentious issues sieved through Mr. Sernovitz's inquisitive mind, balancing the most pessimistic and optimistic visions of change." - The Wall Street Journal "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 of Books "a worthy project?if anything, it is the project for ushering mankind into a sustainable future?and Sernovitz's attempt is thoughtful and entertaining." - 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." - Kirkus "Sernovitz's deep insider'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 Dakota'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 Land "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." - Tom Bissell

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." - 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

About the Author 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.