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Small Is Profitable Named 'Book of the Year' by *The Economist*

SNOWMASS, Colo., January 15 – Rocky Mountain Institute's new book about the benefits of decentralized electricity resources, *Small Is Profitable: The Hidden Economic Benefits of Making Electrical Resources the Right Size*, has been named a Book of the Year for 2002 by *The Economist* magazine in its Dec. 14 issue.

SIP, as it's known, was one of three titles named Book of the Year in *The Economist's* "Economics and Business" category. The other two books were *What Management Is: How It Works and Why It's Everyone's Business* by Joan Magretta and Nan Stone, and *Martha Inc: The Incredible Story of Martha Stewart Living Omnimedia* by Christopher Byron.

SIP challenges the long-standing notion that large, centralized electricity generation facilities are economically sound, and shows through example how small, distributed generation facilities placed close to end users provide cheaper and more reliable electricity. The book proves that properly valuing the benefits of distributed generation brings great economic advantages. The increases in value that result can be large enough to make seemingly expensive technologies economically viable—a revolutionary concept for the electricity industry.

In the Dec. 14, 2002 edition, editors at *The Economist* wrote, "In a provocative and well considered work, Amory Lovins and his colleagues at (the) Rocky Mountain Institute, a Colorado natural resources think-tank, expose the folly of building gigantic power plants and make a convincing case that the world is about to be turned on its ear by the rise of micropower." *SIP* was written by RMI CEO Amory Lovins, and six coauthors: E. Kyle Datta, Joel N. Swisher, André Lehmann, Karl Rábago, Thomas Feiler, and Ken Wicker.

The Economist is one of the world's most respected publications, and describes itself as an "international news and business magazine for financial and governmental decisionmakers." The weekly publication has a worldwide circulation of 870,000 and a readership of 3 million. For more information, visit http://www.economist.com/books/displayStory.cfm?story_id=149153.

Based in Snowmass, Colo., Rocky Mountain Institute is a non-profit research and consulting organization, promoting whole-systems solutions and the efficient use of energy and resources to create a more secure, prosperous, and life-sustaining world. Visit www.rmi.org for more on Rocky Mountain Institute or www.smallisprofitable.org for information on *SIP*.