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Mr Terry Tamminen is an author, lecturer, and strategist on energy and the environment. He is Founder and Executive Director of Seventh Generation Advisors and serves as an operating advisor for Pegasus Capital Advisors. His latest book, *Cracking the Carbon Code: the keys to sustainable profits in the new economy* (Palgrave) shows how to find the low carbon products and services that save money, get ahead of regulations, and preserve resources for generations to come.