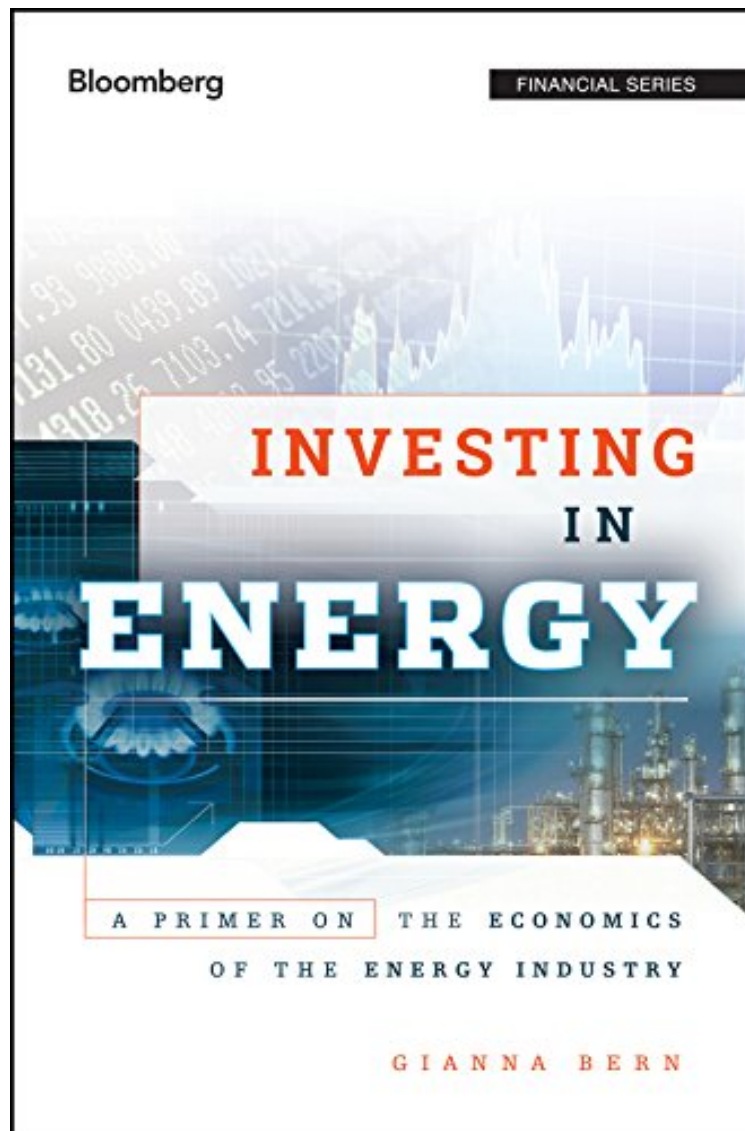


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Investing in Energy: A Primer on the Economics of the Energy Industry (Bloomberg Financial)

Gianna Bern

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Gianna Bern : Investing in Energy: A Primer on the Economics of the Energy Industry (Bloomberg Financial) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Investing in Energy: A Primer on the Economics of the Energy Industry (Bloomberg Financial):

4 of 4 people found the following review helpful. Just completed the book By Frohman As an introduction, I think the book is pretty comprehensive, although I found that it frequently assumes the reader is familiar with the jargon of the industry. I usually look to the glossary and index for help, but found these of use about 50% of the time. While the

author covered most of the traditional energy investment topics, I was disappointed that there was little mention of Master Limited Partnerships, which are increasingly attractive options to stocks and bonds. Also, little discussion of shale gas was included, which is a game changer in the energy industry by all accounts. All in all, however, I learned a lot about the basics of energy investments, and am encouraged to learn more. 0 of 1 people found the following review helpful. The book is an excellent introduction to the field of energy investment. By Karl Schulz The book is an excellent introduction to the field of energy investment. Well written and easy to comprehend, either for the individual new to the subject or the person with knowledge of the industry. 6 of 6 people found the following review helpful. Meh By Stony Brook I've seen Gianna on Bloomberg and have found her to be an informative voice in the energy sector. That being said, I feel like too much time was wasted in performing a post mortem on the recent cyclical downturn--and recovery in commodity prices and by extension the energy sector. I was hoping to read a critical analysis on valuable metrics that can be used to analyze energy-related stocks, how to read into servicing cycles, how backlogs work into an analysis, etc.; and spend less time reading about what I believe are peripheral subjects. There is also a certain level of redundancy when it comes to this book and that is done at the expense of more granular discussion points. At its core, I feel as if this book tried to cover too much ground and should have taken a more focused angle on the industry. A lot was lost in not putting more time into the three main industry sectors: EP's, Integrated's, Servicers (which could be further broken down into several sub-sectors) and their underlying dynamics. This book seems lost somewhere between a sell-side primer on several industry sectors and a book such as *The Prize* (amazing book by the way). It simply just didn't go all the way in any of the subjects. It's good for people looking to get a view of the energy complex from 50,000 ft.

An energy industry researcher and investment advisor provides a fresh perspective on the economics of energy. From major players in the energy industry, such as big oil, to the emerging cap-and-trade market, no other book offers a more complete overview of the energy industry, specifically its economic and financial intricacies, than *Investing in Energy: A Primer on the Economics of the Energy Industry*. Details how to value and invest in the four big energy sectors: oil, gas, power, and green. Describes key financial considerations for the energy sectors, including credit metrics, the importance of liquidity, cash flow, and capital expenditures. From Bloomberg, a leading provider of the most up-to-date business news and financial data. A comprehensive guide to the economics of the energy industry, *Investing in Energy* will prove an invaluable resource for traditional energy investors looking to expand into new areas, as well as for eco-investors looking to better understand how energy markets function.

From the Inside Flap: As it reacts to new challenges in regulation, exploration, and alternative energy initiatives, the energy sector has emerged as one of the most rapidly growing and complex sectors for investment. *Investing in Energy: A Primer on the Economics of the Energy Industry* is a response to this growth, providing the most up-to-date knowledge for both established and would-be investors. Considering the economics of the industry and the multifaceted factors involved in investing, *Investing in Energy* identifies and assesses the major energy sectors: oil and natural gas—currently the most dominant sources—as well as power and emerging green industries. A comprehensive look at the economics of the energy industry, the book reviews the financial considerations necessary for evaluating and assessing investment opportunities, including cash flow, capital structure, and the role of capital markets across a myriad of energy sector firms. It also looks at the financial considerations for these sectors, including key credit metrics, the importance of liquidity, cash flow, and capital expenditure, as well as the multitude of investment strategies applicable to the green energy sector. A detailed guide to all of the major energy technologies, an overview of the economics of the industry, a review of the financial considerations, and an evaluation of each major sector of energy production, *Investing in Energy* covers everything from OPEC to biofuels, and everything in between, in order to get investors the information that they need to make informed decisions on how to invest in the energy industry. From the Back Cover: A new look at energy industry economics from an expert investor. Offering a fresh perspective on the economics of the energy industry, *Investing in Energy: A Primer on the Economics of the Energy Industry* is essential reading for anyone interested in the investment opportunities afforded in this rapidly expanding and diversifying field. Written by an industry researcher and investment advisor with twenty years of insider experience, the book presents an in-depth look at the economics of energy, providing bankable advice on the two major sources of energy being used today: gas and oil, as well as coverage of new and emerging green and alternative power sources. Reflecting on the investment opportunities presented by each option, the book empowers readers—from seasoned investors to those just starting out in the world of energy economics—to make informed choices about what to do with their money in the rapidly changing world of energy investment. From big oil companies to emerging cap-and-trade policies, *Investing in Energy* offers the most complete coverage of the economics of the energy industry available. About the Author: Gianna Bern is President of Brookshire Advisory and Research, Inc., and a recognized energy market strategist and oil analyst. Brookshire is a Chicago-based registered investment advisory firm focused on oil and gas commodity research, energy sector investment research, and energy risk management advisory services with clients based in Europe, Latin America, Canada, and the United States. Brookshire also is the publisher

of The Brookshire Report, a quarterly global oil market outlook, and, The Brookshire Energy Series, independent oil and gas investment research. Gianna is a registered investment advisor and energy analyst with more than twenty years of experience in the energy sector, risk management trading, corporate finance, credit portfolio management, and corporate banking. Gianna is frequently interviewed and quoted on oil markets in Bloomberg News, Dow Jones Newswires, CNN Money, Reuters, and other major media. Prior to Brookshire, Gianna was a senior director in Fitch Ratings' Latin America Corporate Finance group with responsibility for oil, gas, and utilities. Before joining Fitch, Gianna was the credit portfolio manager of a leading commercial lease finance company where she managed a \$2.5 billion commercial finance lease portfolio. Previously, Gianna was a crude and gasoline trader and manager of risk management trading at BP Amoco Plc. Before the merger of Amoco Corporation and BP Plc., Gianna was a senior energy analyst at Amoco Oil. Gianna began her career in corporate finance at Continental Bank (now Bank of America Merrill Lynch). Gianna has a BBA from Illinois Institute of Technology and an MBA from The University of Chicago Booth School of Business.