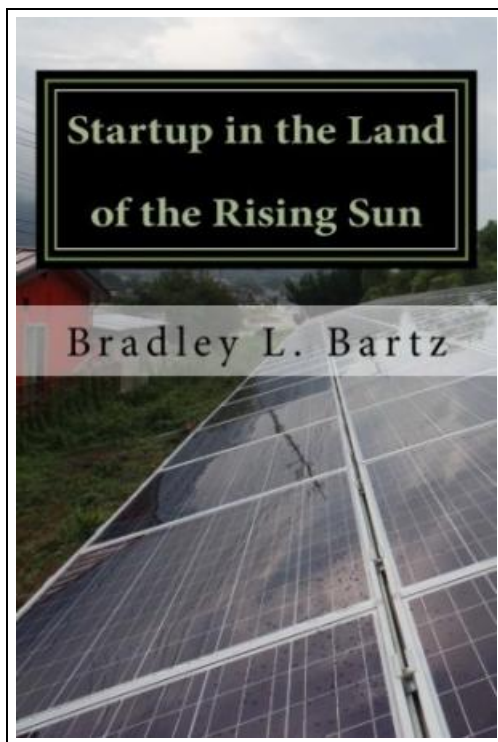


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## STARTUP IN THE LAND OF THE RISING SUN: A JAPANESE SOLAR (AD)VENTURE



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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Pages will be written about Brad Bartz and his impact on the venture business scene in Japan. While history takes its inventory, Mr. Bartz is offering a view into his most recent startup, ABC Solar Japan KK. If you are in the solar business anywhere on the planet this book is required reading. The sun does shine everywhere and the lessons and stories told in this book could happen in your neck of the woods. The business model for Japan is presented in detail, specifically focused on Utility Scale solar. The Japanese market is the largest market for solar here in 2014 and will continue to be for the next 10 years. The earthquake of March 2011 and subsequent Tsunami and nuclear meltdown has accelerated the adoption of renewable technology. Not just the adoption, but the planning for 100 power generation by renewable resources. This will take time and technology, but Japan is the most elegant country to tackle this problem. I believe the Japanese solar way will be replicated around the world. This book follows the birth of ABC Solar Japan as a subsidiary of ABC Solar Inc which was founded in 2000 in Southern California by Mr. Bartz. The reader can see the fluid ideas take shape and morph into the operating utility scale solar business it is today. The photos of Japan in this book make the purchase worth it. Mr. Bartz artistic photos bring the prose to life and add a new dimension to telling a startup adventure. Mr. Bartz landed in Japan in 1989 and has owned and operated businesses there since. This is Brad s 25th year in Japan and, as I...



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