

Fact Sheet

The ABC of Carbon

Issues and Opportunities in the Global Climate Change Environment

By Ken Hickson

About the Book

“The ABC of Carbon” is an illustrated, alphabetical digest with an encyclopaedic approach to carbon and climate change.

Ken Hickson has used his business knowledge, journalistic ability and enthusiasm for matters environmental to bring together in one place all the current thinking and action on what is acknowledged as the most pressing problem facing the earth now and for this century.

Opinions and facts are gathered together alongside global personalities and advocates for action. Insights into the latest research and innovations to produce energy that is carbon-free and climate-friendly. What you always wanted to know but were too afraid to ask. From a communicator who brings science and technology, as well as business and development, down to earth! Essential reading for anyone who cares about their future—and the future life on earth for their children and grandchildren—with ideas for individual and community action, as well as for business people and students of all ages.

Publishing details:

“The ABC of Carbon” by Ken Hickson

Printed by BPA Print Group, Melbourne

Cover and text printed on ENVI 50/50 Carbon Neutral Australian Paper

Size – A 5 Illustrated Paperback Non-fiction

580 pages and 188,000 words, with around 900 items of interest, including many business case studies, along with chapter illustrations.

Recommended Retail Price A\$49.95

Released July 2009

Also available as an e-book, produced in association with Red Hill Digital and available in the United States through www.scribd.com

What people are saying about “The ABC of Carbon”:

"This wide-ranging, encyclopaedic approach is not only a great read, but is a fantastic reference tool for everyone to better understand climate change. I welcome Ken Hickson's insights and enthusiasm for conservation and the environment. I also agree with Ken's view that when it comes to climate change research, mitigation and adaptation programs Queensland is the 'centre of the universe'. I am positive his ecological fervour will inspire and educate generations of 'green' thinkers."

Hon. Kate Jones MP
Minister for Sustainability & Climate Change, Queensland

"Carbon and the carbon cycle are the basis of life on Earth. Now human interference with the natural carbon cycle - by burning huge amounts of stored carbon at an unprecedented speed, is perhaps the greatest challenge of our time. In this sense our current era can be called the Age of Carbon - the age when how we manage our use of carbon will define the future of humanity. This is the premise of Ken Hickson's new book, "the ABC of Carbon", which features everything from definitions of the new terminology of the Age of Carbon, biographies of individuals and companies who are leading the change to a low-carbon future, and descriptions of materials, products and processes that are, or will be important, in this great transformation."

Richard Cassels, *Director, Climate Leadership*

"Ken Hickson has created a carbon primer, giving readers the ability to intelligently understand, and therefore engage in, one of the most crucial dialogues of our time. This compendium is neither dry nor dull: the topics are short, concise, and couched in everyday language."

Allison Balas, *Eco News*

"A reference guide to carbon and carbon dioxide, and the consequences of both for the climate and the environment overall. A fusion of his interest in the environment and his skills as a man of words. Ken Hickson might not be the next Al Gore, but he's doing his bit to make sure that as many people as possible are aware that every time they start the car or turn on the air-conditioning, it stands to affect the climate and the future of the world."

Janine Hill, *Style Magazine*

"The ABC of Carbon is a must have reference for anyone interested in understanding climate change science, technology, politics, and history. This comprehensive guide will be a great resource for business people, politicians, academics, students and others who are generally wanting to learn more about climate change and the new carbon market."

Grant Axman-Friend, *Sustainable Insight*

What people are saying about “The ABC of Carbon”:

“The ABC of Carbon is my favourite read ... it inspires me to keep going in my efforts to create great leaders in sustainable organisations! In the book, Ken has brought together some of the best ideas on reducing carbon and treating the earth more respectfully. It is an amazing book and it really opens your eyes as to the possibilities! If you are keen to save the earth but, like me, sometimes feel like you need inspiration...definitely buy a copy of this book. It's around 600 pages and every page shows you another brilliant idea from people equally committed to saving the planet.”

Louise Metcalf, *Pax Leader Labs*

“The timing of The ABC of Carbon couldn't be better as the media noise over climate change and carbon pollution is now a virtual constant. There's little doubt that grave concerns over climate change have resulted in the rapid rise of a new lexicon and Hickson's book covers the lot, with many businesses at both ends of the issue profiled. It acts as a handy catch-up for those who may not be familiar with the issue. For those who are familiar, it's a handy reminder of how it gained prominence. The ABC of Carbon is a reference book that doesn't just guide you through the basis of life, but the basis of arguably the greatest challenge civilisation has ever faced.”

Graham Readfearn, *Green Blog and Courier Mail*

“Ken has captured and made accessible a wealth of insights and information on the critical issue for mankind – climate change. If knowledge is the key to action, then this book is a vital tool in helping everyone know how they can contribute.”

Freddy Sharpe, *Chief Executive Officer, Climate Friendly*

“Are we living in the Carbon Age? Author Ken Hickson thinks so and sets out in his 580 page book “The ABC of Carbon” why he thinks we should acknowledge the overwhelming role that carbon plays in the world today. But it is not a doomsday scenario that Hickson portrays in his climate change book. He chronicles a comprehensive collection of practical solutions recommended or being carried out by countries, companies and individuals around the world, aimed at significantly reducing damaging greenhouse gas emissions.”

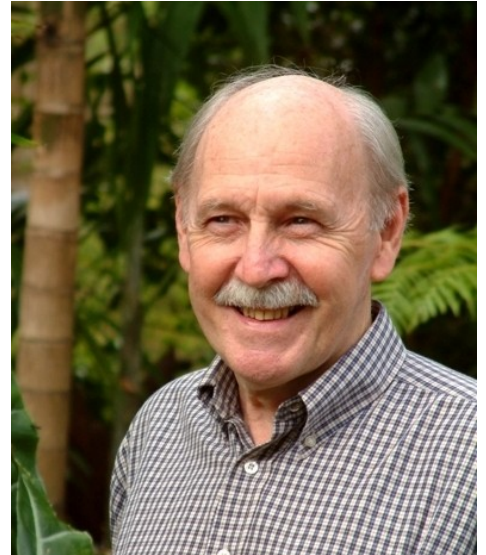
Carolyn Barripp, www.sustained.com.au

“The ABC of Carbon provides a holistic picture of the state of our climate and a speculative look at the opportunities and risks afforded by what is the greatest global challenge of our lifetime. I have already introduced our business clients to ABC of Carbon and intend on using the book as an integral means for informing people about what is otherwise a challenging topic.”

Mike Duggan, *Managing Director, FWR Group Pty. Ltd.*

About the Author:

Ken Hickson



Ken Hickson, with 47 years in the communications industry, has worked as a journalist in newspapers, magazines, radio and television in New Zealand; in public affairs/corporate communications for international airlines, and consulting to businesses in all sectors throughout the Asia Pacific. His previous book was a non-fiction account of a major airline disaster in the Antarctic, “Flight 901 to Erebus”.

A long-time enthusiast for conservation and the environment, he has acted as communications advisor and honorary representative for the World Wide Fund for Nature in Singapore and continues to serve as a Governor of WWF Australia. For 17 years, he lived and worked in Singapore, initially as a consultant to Singapore Airlines, then setting up Hickson Public Relations to service local, regional and international clients for ten years until his consultancy was acquired by the leading international communications firm, Fleishman Hillard.

Since moving to Queensland, Australia at the end of 2000, he has been actively engaged in consulting, writing and lecturing. He was made adjunct associate professor at the University of the Sunshine Coast in 2005, where he lectured in communication studies for six years, and where he developed and managed a new course in International Communication.

Based in Brisbane, Ken set up a specialist climate change consulting business, ABC Carbon, in July 2007 and soon after started working on this book project as author, editor and publisher. In March 2008, he began a weekly e-newsletter **abc carbon express** and, by end May 2009, he had produced 60 issues. He is regularly asked to speak at conferences and events – he had 20 such engagements in 2008 – and is also a business coach attached to the Foresight Management Group’s Global Coaching Partnership.

Where you can buy “The ABC of Carbon” in Australia

Sydney & New South Wales:

- Berkelouw Books, Oxford Street, Paddington
- Berkelouw Books, Norton Street, Leichhardt
- Co-op Books, University of Sydney
- Gleebooks, Glebe Point Road, Glebe
- Mary Ryan, Fletcher Street, Byron Bay

Melbourne & Victoria:

Readings Stores at....

- Lygon Street, Carlton
- Glenferrie Road, Hawthorn
- Glenferrie Road, Malvern
- Bay Street, Port Melbourne
- Acland Street, St Kilda
- State Library of Victoria, Melbourne

Brisbane & Queensland:

- American Bookstore, Elizabeth Street, City
- Angus & Robertson, Adelaide Street, City
- Angus & Robertson, Toowong Village
- Avid Reader, Boundary Street, West End
- Baci Lounge, Given Terrace, Paddington
- Berkelouw Books, Memorial Drive, Eumundi
- Coaldrake's, Ann Street, Fortitude Valley
- Coaldrake's, The Barracks, Petrie Terrace.
- Dymocks, Chermside
- Dymocks, Indooroopilly
- Folio Books, Albert Street, City
- Library Shop, State Library of Queensland, South Bank
- McGills, Queen Street, City

Buy online from:

- www.sustainableinsight.com.au
- www.carbonmarket.com.au

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