

Preface

Competitive energy markets have existed for up to three decades and deregulation is planned in markets across the world. This book is meant as an input in creating more understanding of the importance of branding in the energy space. The book provides an understanding of consumer perception of power companies and their offerings and more specifically consumer perception toward green energy. The old utility monopoly had the only purpose to provide for and connect electricity through a power line to consumers' homes. In the competitive environment of today, it has become important for executives in the energy market to learn the importance of establishing a connection to the minds of consumers to earn their trust and create value for them to earn their business.

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