

## Bjorn and his Startup – An Oakleafbooks story

These are the days of concern and innovation about renewable energy. Bjorn is interested to



research on the topic. As a researcher and a computer programmer, he would wish to start a company that would leap the present setup of utility companies. He's sure he can. Bjorn was a double major in chemistry and computer programming in his undergraduate studies.

Bjorn has searched his Library catalogue but would want more resources on the area. The Librarian has directed him to articles databases, but he finds the articles wanting. Why?



These articles cover a specific aspect of the subject. Bjorn needs the whole story as this is a new area of research for him. After every five sentences or less, the article gives a multitude of references that he needs to follow up on. He is diligent, he

### Article snip... showing references:

Predicting the timing and the extent of energy transitions is not straightforward. The age of nuclear [13] and the age of hydrogen [14] were "announced" but have not yet come to pass. Recent examples of other projections that have not proven accurate include inflated natural gas projections and structural underestimations of renewables growth [15–17]. Experience has shown that an energy transition takes time, typically half a century from first market uptake to majority market share for energy transition [18]. Previous energy transitions were driven by technological change, economics, access to resources, or superior energy service for consumers [19]. Therefore business opportunities, energy transition benefits or self-determination of individuals were at the heart of the change [20,21].

ploughs on. He starts following up on the references. Some take him to books and others to other articles. Articles are shorter, but lead him to more and more references after every few sentences. A shortcoming. Bjorn is stuck.

Bjorn eventually realizes that in order to understand the topic and determine which aspects he needs for in-depth research, he needs to change his strategy. He needs to read books.

So, he turns to the Internet and defaults his search to the biggest book store of all time. His keyword search is again not fulfilling. It's tedious checking content book by book. The books do not seem to have the intellectual content he needs. He would like to have a more comprehensive and easier search and not just one driven by keywords. He also realizes there must be books that cover his topic but do not carry the words renewable energy or global warming in title. So how would he reach such books. Bjorn is a savvy searcher.

It's Friday evening and Bjorn needs to chill, he goes to a popular joint in town, dinner and dance!!! His reservation was made by his girlfriend Astrid. She'll be a bit late, caught up in the Friday evening traffic. He waits, wondering how long she'll be held up. He'd gladly have a glass of wine but is careful... a few minutes won't matter so they can drench their thirst together.

Suddenly, he recognizes someone seated a few tables away. That looks like his Librarian. He wonders if he can go over and say hello, she's seen him, she's waving.

Bjorn graciously goes to say hello. Melissa is glad to see him. She's having dinner with a visiting former colleague who now works at a different state. Once introduced, Melissa wonders if he would like to share their table as they have a foursome. Bjorn wonders how Astrid might take to this, but also knows she loves company. He joins gladly, happy to be able to have an excuse for asking his first drink.

Bjorn would like to order his favourite wine, it's been a toil this week and with little to show. He's covered, Astrid won't mind him having not to wait for her before ordering a drink.

He wonders if the restaurant has his favourite white wine, Duc de Castellac from Côtes de Bergerac, the historic wine region in southwestern France, where he had visited last year. The wine, is labelled *moelleux*, sweet, soft, tender, smooth and mellow. It would be a treat!

The restaurant has it. He stretches his long legs and draws on the glass, once its served. He takes a large gulp and fills his mouth. He enjoys the tender liquid smoothly quenching his thirst. Melissa and her friend relish the joy he seems to be experiencing.

And he waits for Astrid to show up.

The conversation suddenly goes to the topic of his research and the progress he's making. He thought he could run away from this research this one night, but here is the Librarian eternally wanting to pursue his success.

He recounts his failing leads and disappointment. Tom, Melissa's friend then interrupts.

"Oh! I know how sometimes research can take its toll," he observes, "but we recently subscribed to a database which inverts the search and provides books you would never reach if you did a conventional keyword search. I would recommend that you try it," he finishes.

Bjorn is now attentive, hadn't thought that in spite of his trying to pack up work and go to relax would suddenly open up his possibilities towards fulfilment.

He asks, "And what is this resource?"

Tom picks his iPhone and starts typing, quickly.

He reaches the site [oakleafbooks.se](http://oakleafbooks.se). The page shows books that are priced. Bjorn goes, "But that's a bookstore?"

Forlornly.

Tom explains that that's how this database looks like onset, but as soon as he signs into the programme, the searches begin taking shape. Melissa is also intrigued.

They begin with a keyword search on *renewable energy* from the popular webstore and the results are as depicted in figure 1. They then do a similar keyword search from [Database Oakleafbooks](#) and get results as in figure 2.

Well, as Bjorn notices, the results are startlingly different, although the search is from a similar keyword search!

**Figure 1. Capture from a Popular Webstore**

The screenshot shows three book listings from a popular webstore. Each listing includes a book cover, title, author, price, and delivery information.

- Renewable Energy: Power for a Sustainable Future** by Stephen Peake. Paperback, £36.35 (prime), £24.47 (34 used & new offers). 16 Nov 2017.
- Renewable Energy Engineering** by Nicholas Jenkins and Janaka Ekanayake. Paperback, £37.66 (prime), £28.68 (39 used & new offers), £34.57 (Kindle Edition). 6 Apr 2017.
- Sustainable Energy - Without the Hot Air** by David J. C. MacKay. Paperback, £17.96 (prime), £1.39 (51 used & new offers), £6.64 (Kindle Edition). 1 Dec 2009.

**Figure 2. Capture from Database Oakleafbooks**

The screenshot shows a grid of book listings from Database Oakleafbooks. On the left, there is a navigation menu with categories like 'Health & personal development', 'Humanities', 'Law', etc. The main area displays 15 book listings with covers, titles, authors, and prices.

- Renewable Energy in Transportation** Published: 2019, £168.00
- Renewable Energy Technologies - Simulation and Economic Evaluation** Published: 2019, £108.04
- Building Integrated Renewable Energy : Technical and Aesthetic Performance of Renewable Energy Systems on Buildings** Published: 2019, £108.00
- Renewable Energy Engineering and Technology : Principles and Practice** Published: 2019, £36.00
- A Practical Guide to Renewable Energy : Microgeneration Systems and Their Installation** Published: 2019, £32.39
- Non-Destructive Testing and Condition Monitoring Techniques for Renewable Energy Industrial Assets** Published: 2019, £137.16
- Power Extraction and Conversion of Renewable Energy : Wind, Solar P. V. and Fuel Cells** Published: 2019, £113.94
- Introduction to Renewable Energy Systems and Applications** Published: 2019, £59.99
- Putting the Planet First: Renewable Energy** Published: 2019, £10.79
- Renewable Energy in the Member States of the European Union** Published: 2018, £332.85
- Renewable Energy in Power Systems** Published: 2018, £67.00
- Fundamentals of Renewable Energy Processes** Published: 2018, £100.50
- Renewable Energy Systems from Biomass : Efficiency, Innovation, and Screenshot** Published: 2018
- Handbook of Research on Renewable Energy and Electric Resources for Sustainable Rural Development** Published: 2018
- Advanced Solid Catalysts for Renewable Energy Production** Published: 2018

Suddenly Bjorn’s face beams! Already this keyword search brings in so many relevant books!

“I can view 20 books easily without scrolling beyond page 1!” says Bjorn excitedly.

He scratches his beard, checks the list again and notes, “These books are very new publications, also, I see several which would answer all the questions I have been trying to research on this past week.”

“Check, the titles cover from fundamentals of the subject to complex systems and also the conservation of the planet is covered too.”

Tom replies, “Don’t forget we are only on page one, and you haven’t opened even one of them.”

“Which one should we open?” Tom asks.

Bjorn is hesitant, he’d like to open several all at once.

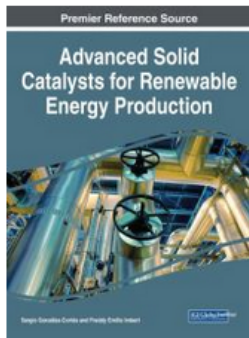
He checks the list once again.

Melissa is observing the interaction with interest. She is quiet. She is afraid to interrupt this intense discussion, but she’s also excited.

Bjorn eventually settles on a complex title: *Advanced Solid Catalysts for Renewable Energy Production*

Figure 3. – Opened Book Record from Oakleafbooks

**Advanced Solid Catalysts for Renewable Energy Production**



Click to enlarge

<b>ISBN No.:</b>	9781522553779
<b>Year:</b>	201801
<b>Format:</b>	Trade Cloth (Hard Cover)
<b>Price:</b>	£246.89
<b>Dispatch delay:</b>	Dispatched between 7 to 15 days
<b>Status:</b>	Available (On Demand)

Qty:  [Add to Cart](#)

[Synopsis](#) [Table of contents](#) [Full Details](#)

In recent years, the replacement of non-renewable crude oil by renewable sources has been addressed, particularly in developed countries. Its main driving force has been the increasing demand and limited reserves of fossil fuels, the greenhouse gas effect, and the need of securing energy supplies. *Advanced Solid Catalysts for Renewable Energy Production* provides emerging research on renewable energy production, catalysts, and environmental effects of increased productivity. While highlighting the challenges for future generations to develop in the sustainable energy age, readers will learn the importance of new approaches not only for synthesizing more active and selective (nano)catalysts, but also, for designing innovative catalytic processes that can eventually meet the growing energy efficiency demand and overcome the environmental issues. This book is an important resource for academicians, university researchers, technology developers, and graduate level students.

Bjorn is delighted at the selection because he gets the synopsis of the book immediately! He can determine if this book is relevant for his research. This book is not a basic, it is covering nano-catalysts, an innovation!!! On opening the **Full Details** tab, Bjorn learns the subjects covered in the book.

Melissa quickly notes, “The Full Details content is interesting.” She then continues, “These subject headings can link you to other books on the subjects.”

She checks the page again and looks at Tom.

“Tom,” she observes, “Do you notice that this book would be very easy to process?”

She notes, “Check, classification numbers are included in the record!”

Tom hadn’t bothered to check these details previously but he’s pleasantly surprised.

“Wonder why I hadn’t noticed this before,” he quips, “but I think it’s because I work in Collection Development. You as a Cataloguer wouldn’t miss the detail.”

Melissa hits him with her red serviette. He frowns.

Bjorn continues checking different books, he’s forgotten his thirst and wants to check at a few more titles. He’s window-shopping with ease! **Eight books** on Page One capture his interest but which one will he open first?

He wishes to glimpse on this one on power extraction. *Power Extraction and Conversion of Renewable Energy*. The book will publish later in the year. He has gained this prior knowledge and will be on the lookout. He decides to browse on.

“This one includes even the Table of Contents,” he observes.

**Figure 4. Table of Contents**

The screenshot shows a book listing for "Renewable Energy Devices and Systems with Simulations in MATLAB and ANSYS" by Frede Blaabjerg and Dan M. Ionel. The book details include ISBN No. 9781498765824, 402 pages, published in 2017, in a hard cover format for £125.59, with a dispatch delay of 7-15 days. Below the details is a "Table of Contents" tab selected, showing a list of chapters and their corresponding page numbers.

Chapter	Page
Preface	p. vii
Editors	p. ix
Contributors	p. xi
Renewable Energy Systems: Technology Overview and Perspectives	p. 1
Solar Power Sources: PV, Concentrated PV, and Concentrated Solar Power	p. 17
Overview of Single-Phase Grid-Connected Photovoltaic Systems	p. 41
Three-Phase Photovoltaic Systems: Structures, Topologies, and Control	p. 67
Overview of Maximum Power Point Tracking Techniques for Photovoltaic Energy Production Systems	p. 91
Design of Residential Photovoltaic Systems	p. 131
Small Wind Energy Systems	p. 151
Power Electronics and Controls for Large Wind Turbines and Wind Farms	p. 177
Electric Generators and their Control for Large Wind Turbines	p. 209
Design Considerations for Wind Turbine Systems	p. 251
Marine and Hydrokinetic Power Generation and Power Plants	p. 267
Power Conversion and Control for Fuel Cell Systems in Transportation and Stationary Power Generation	p. 291
Batteries and Ultracapacitors for Electric Power Systems with Renewable Energy Sources	p. 319
Microgrid for High-Surety Power: Architectures, Controls, Protection, and Demonstration	p. 355
Index	p. 393
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Page two of the [search](#) is just as interesting. Bjorn finds books that are related to computer modeling (MATLAB) and entrepreneurship in the renewable energy sector. He couldn't have been more thrilled.

**Figure 4. Page 2 Content**



He's intensely looking at the page, then feels a tap on his shoulder. He turns to check and there, smiling broadly is his sweetheart, Astrid.

This Friday night is suddenly changing my luck, he thinks.

He is a bit intimidated by pricing. He concludes he will have to check that up with Melissa at an appropriate time. He's also worried, as his institution does not have access to this books database.

Will Melissa opt for subscription to this killer books database?

He hands the phone back to Tom.