

New Book 'Power Shift' Reveals the Hidden Forces That Will Determine Whether the Clean Energy Transition Succeeds

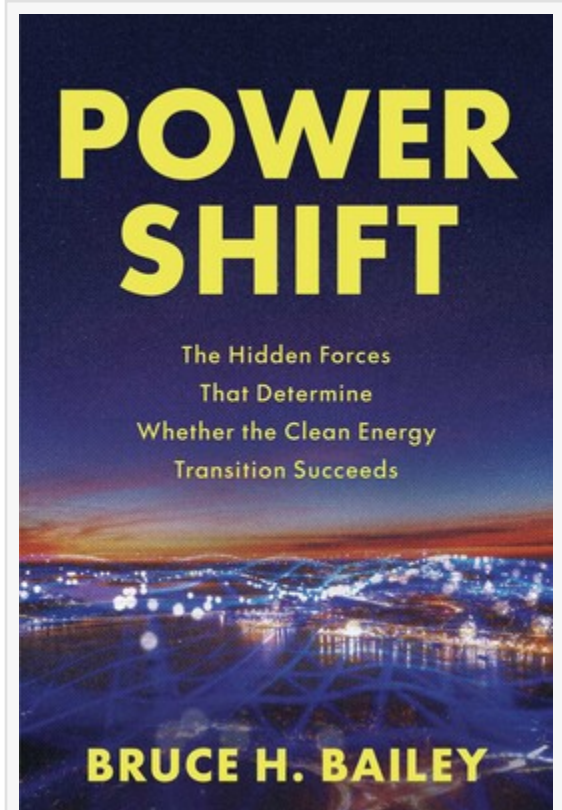
Bruce H. Bailey's new book, "Power Shift," brings realism and clarity to the clean energy transition, revealing what must align for it to succeed.

CHARLESTON, SC, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Veteran renewable energy executive and meteorologist Dr. Bruce H. Bailey brings five decades of industry experience to one of the most consequential infrastructure challenges of our time in his new book, "[Power Shift](#): The Hidden Forces That Determine Whether the Clean Energy Transition Succeeds." Published by Advantage Books, the book is now available at national and local book retailers nationwide.

Bailey, who founded AWS Truepower, an international meteorological and engineering consulting firm serving the renewable energy industry for more than 30 years, wrote the book for energy developers, investors, policymakers, utilities, regulators and readers who want to understand why the clean energy transition is more complex than public headlines often suggest. Drawing on his career across university research, private-sector consulting and global renewable energy advisory work, Bailey gives readers the context needed to understand what it actually takes for energy projects to move from announcement to operation.

"The task is not to avoid complexity but to develop solutions robust enough to navigate it, and we have every reason to believe we can," Bailey writes.

Power Shift examines the interconnected forces shaping the clean energy transition, including financing, policy, grid modernization, electrification, weather intelligence, stakeholder alignment, energy storage, nuclear power, emerging technologies and the surging demand created by data



Power Shift: The Hidden Forces That Determine Whether the Clean Energy Transition Succeeds, by Bruce H. Bailey, published by Advantage Books, is now available.

centers, AI and advanced manufacturing. Bailey argues that the transition cannot be understood through technology alone. It requires collaboration among the banks financing billion-dollar projects, the developers taking on years of risk, the utilities managing grid reliability, the policymakers setting targets and the communities deciding whether projects move forward.

At the center of the book is Bailey's insight that weather is becoming the fuel source of a new energy economy. Wind and solar power rely on real-time weather rather than stockpiled fuels, creating new challenges for forecasting, storage, grid reliability and long-term planning. Bailey shows why weather intelligence is no longer a supporting tool but a critical part of whether renewable energy can be integrated successfully at scale.



Advantage Books, publisher of "Power Shift: The Hidden Forces That Determine Whether the Clean Energy Transition Succeeds," by Bruce H. Bailey

The book also challenges oversimplified narratives about clean energy progress. Bailey writes with both optimism and realism, showing why ambitious goals must be matched with practical execution, stable policy, investment discipline and a clear understanding of physical infrastructure constraints. From grid congestion and interconnection delays to political volatility and supply chain pressures, Power Shift explains the hidden friction points that determine whether clean energy projects succeed or stall.

“ The task is not to avoid complexity but to develop solutions robust enough to navigate it.”
Bruce H. Bailey, author of "Power Shift"

Bailey's perspective is grounded in a career spent helping build the renewable energy industry itself. At AWS Truepower, he and his team developed advanced tools for high-resolution wind and solar resource mapping, delivered energy output forecasts for the utility industry and supported renewable energy development across global markets. The company was later acquired by UL Solutions, where Bailey served as vice president of renewables.

The book does not present the clean energy transition as impossible or inevitable. Instead, it

offers a practical framework for understanding the work ahead. Bailey writes for readers who want clarity rather than slogans — people who recognize that building a cleaner, more reliable and more affordable energy future will require technical rigor, financial realism, public trust and sustained interdisciplinary collaboration.

About the Book

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Bruce H. Bailey, author of "Power Shift: The Hidden Forces That Determine Whether the Clean Energy Transition Succeeds."

[About Bruce H. Bailey](#)

Dr. Bruce H. Bailey, author of *Power Shift*, is a meteorologist and renewable energy executive with five decades of experience in the clean energy industry. He founded AWS Truepower LLC, an international meteorological and engineering consulting firm that served developers, government agencies, utilities, transmission system operators, banks and manufacturers for more than 30 years. After AWS Truepower was acquired by UL Solutions, Bailey served as vice president of renewables. Although retired from UL, he remains active in the field and connected to the University at Albany, Cornell University and the broader energy industry.

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