

Tony Book



Born in Newcastle and educated at the R.G.S., Tony Book left the North East to go to the University of Bristol. He was Chairman of the University North America Club, and a member of the RAF University Squadron.

After graduating Book worked at Lever Brothers Ltd. for eight years. He then joined American Express where he was involved with product development in Card Division, across Europe, Middle East and Africa, and won the prestigious British Computer Society award for applications in 1983.

In 1986 he set up his own Company called the Compass Consultancy, which specialised in Database Marketing techniques. He is a Fellow of the British Institute of Management. He bought into Riomay Limited the solar

thermal company and has been the major share holder and Executive Director since 1993.

He is a regular speaker at Conferences and Seminars around the world on (direct) marketing and solar energy development and is the author of over 200 papers on the subjects.

He was Chairman of UK-ISES for 3-years. He is a member of WREN and attended as speaker in several of World Renewable Energy Congress, and Seminars.

His presentation on: **Feed in Tariffs and starts ----- and stops**