



The Color of Oil : The History, the Money and the Politics of the World's Biggest Business

By Ronald Oligney, Armando Izquierdo, Micheal Economides

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The primary colors of oil today are money (lots of it), technology (basic but demanding) and people (special ones). The colors of the rainbow can be seen in the 100+ oil producing countries. There are a dozen large petroleum producing and exporting countries. Yet most have little in their history that links them to wealth, technology and management. Corruption among the elite and governments, mismanagement and the squandering of the petroleum wealth are endemic. Culture is everything, and no other human endeavor makes this as pointedly obvious as the world of petroleum.

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Editorial Review

Review

This book has vastly more impact on world commerce than columnists like Buckley, Goodman and Safire. --
Douglas Perret Star, Journalism Professor at Texas A&M University

From the Author

What was your motivation behind writing this book?

Economides: Well, first we really wanted to tell a story, pieces of which we have told many times. It is a story that needs to be told and has not been told before. We also wanted to bind together, in almost metaphysical terms, society and this particular industry because we think that the impact, influence and importance of petroleum on humanity are civilization-shaping. We wanted to stress the international side of the industry. We take this for granted and yet the fact that my co-author Ronald Oligney and I have worked in 72 countries, perhaps excessive even by oil business norms, is absolutely incomprehensible to all outside the industry.

From the Inside Flap

Oil is not just black it affects all shades of life and industry. In fact it colors everything.

The first color of oil is green. The greenback, both literally and figuratively, has defined the value of oil. Today the petroleum industry is the world's biggest business, and hydrocarbons (including coal) account for over 90 percent of all energy needs. The Energy Wealth and Poverty of Nations is the prevailing indicator at the turn of the millennium. Oil is black, and this, in contrast to the crystalline transparency of water, contributes to the great mystery often associated with finding and producing oil. Oil is red, white and blue with roots in northwest Pennsylvania and with the giant ghost and modern manifestations of John D. Rockefeller, no industry better exemplifies certain traits that define the American character. Red is also the color of oil as red as the blood of the millions who died in two great world wars and many other conflicts in this century. Central to the causes and prosecution of the wars was access to oil. The primary colors of oil today are money (lots of it), technology (basic but demanding) and people (special ones). The colors of the rainbow can be seen in the 100+ oil producing countries. There are a dozen large petroleum producing and exporting countries. Yet most have little in their history that links them to wealth, technology and management. Corruption among the elite and governments, mismanagement and the squandering of the petroleum wealth are endemic. Culture is everything, and no other human endeavor makes this as pointedly obvious as the world of petroleum. Government, willingly, by default or unwittingly, can turn oil from some of its more constructive colors to a tawdry yellow. Governments have infringed by regulation, neglected critical research needs and failed to take strategic and enabling actions. Environmentalism and the new green, couched in difficult-to-combat superficial imagery has taken a sinister turn, highly politicized and with gross disregard for the impact that the energy industry has on the world economy. Using moralistic yet blatantly dishonest slogans and pseudo-science, the environmental movement has digressed dangerously and has replaced some of the most radical movements for social experimentation of the century. One of the most fundamental truths rarely surfaces among the movement: there is no credible alternative to hydrocarbons in both the near and far foreseeable futures. The petroleum industry is here to stay and prosper in the third millennium. Energy demand will increase, and the use of petroleum will be emphasized and expanded. This is the color purple.

Users Review

From reader reviews:

Linda Spaulding:

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