

ScottMadden to Release the Winter 2015 Edition of the Energy Industry Update

Changes: Turn and Face the Strange

ATLANTA, GA – (February 5, 2015) – ScottMadden, Inc., one of North America’s leading energy consulting firms, will soon release its Winter 2015 edition of the Energy Industry Update. This semi-annual publication offers our inside view of major events and emerging trends in the energy industry.

Themed “Changes: Turn and Face the Strange,” this issue includes:

- A view of how utilities are looking with interest at electric vehicles, hoping to increase energy sales and burnish their brands. We examine customer and vehicle characteristics and some generic business models being tested in this growing market
- A review of natural gas prices and gas production from shale formations. We consider the latest dynamics in this market, including what (if any) impact low oil prices are having on it

Ensure you receive your copy of this complimentary report to help you prepare for emerging trends by subscribing to receive the Energy Industry Update [here](#). To download the prior issue, the Summer 2014 ScottMadden Energy Industry Update, please click [here](#).

For more than a decade, the ScottMadden Energy Industry Update has served as the catalyst for strategic discussion, debate, and decisions. More than 10,000 executive leaders rely on it for the most important trends and thought-provoking insights.

About ScottMadden’s Energy Practice

We know energy from the ground up. Since 1983, we have been energy consultants. We have served more than 300 clients, including 20 of the top 20 energy utilities. We have performed more than 2,400 projects across every energy utility business unit and every function. We have helped our clients develop strategies, improve operations, reorganize companies, and implement initiatives. Our broad and deep energy utility expertise is not theoretical—it is experience based.

About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, and Corporate & Shared Services. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit www.scottmadden.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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