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Sustainability""; ""Sustainability Is Anthropocentric""; ""Principles of Sustainability Are Laws of Nature""; ""Holism: An Essential Principle of Ecological Sustainability""

""Ignorance of Holism Has Consequences""""Diversity: An Essential Principle of Ecological Sustainability""; ""Ignorance of Diversity Has Consequences""; ""Diversity: Best Single Indicator of Ecological Health""; ""Interdependence: An Essential Principle of Ecological Sustainability""; ""Ignorance of Interdependence Has Consequences""; ""Ecological Principles Apply to Social Relationships""; ""Ecological Principles Apply to Economic Relationships""; ""Study and Discussion Guide for Individual Readers and Group Leaders or Instructors""

""4 Social Principles Essential to Economic Sustainability""""The Significance of Society""; ""The Uniqueness of Human Society""; ""Social Values and Principles""; ""Trust: An Essential Principle of Social Sustainability""; ""Betrayal of Trust Has Consequences""; ""Kindness: An Essential Principle of Social Sustainability""; ""Lack of Kindness Has Consequences""; ""True Principles Are Internally Consistent""; ""Courage: An Essential Principle of Social Sustainability""; ""Lack of Courage Has Consequences""; ""Social Principles Apply to Relationships With Nature""

""Social Principles Apply to Economic Relationships""

Sommario/riassunto

The recent global financial crisis has raised widespread concern for the sustainability of the global economy. Much has been written concerning the negative impacts of economic development on natural ecosystems and civil societies. Unfortunately, few viable alternatives to the prevailing economic paradigms have been suggested for consideration. Those that have been are typically little more than suggestions for fine tuning capitalist or socialist economies. In his new book, John Ikerd addresses the basic principles and concepts essential to economic sustainability. Some of these concepts are capitalist, some are socialistic, and others are general principles validated by philosophy or common sense. What results is a synthesis: something that is neither capitalist nor socialist but fundamentally different; it is sustainable. A special emphasis is placed on the essential, but limited, role of markets in economic sustainability, including the constraints that must be placed on markets to protect nature and society from economic exploitation. Readers of any political and ideological persuasion will find this brief book engaging, informative, optimistic and refreshing. Instead of threats and apocalyptic pronouncements, Ikerd offers possibilities and assurance. Instead of epithets hurled at opponents, Ikerd offers possibilities for reconciliation and a renewed sense of the need to work cooperatively to find solutions to the most urgent problems of our era.
