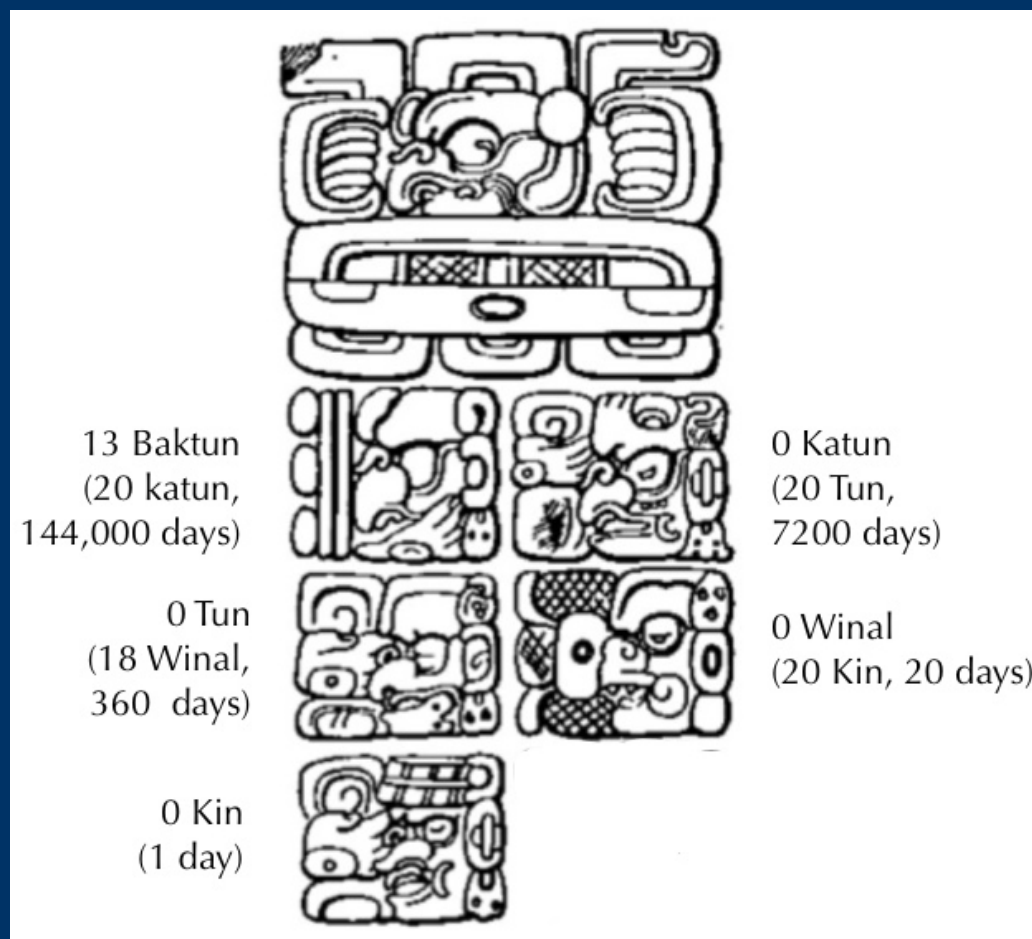


# HAPPY NEW BAKTUN!

Today: 12.19.19.17.19



Tomorrow: 13.0.0.0.0

# HAPPY NEW BAKTUN!

Today: 12.19.19.17.19

Dear Internet People of 2012:



This is **Maya**.



This is **Aztec**.



...and this is **Oreo**

Tomorrow: 13.0.0.0.0

# The Blind Men & the Elephant Reading List

## The Blind Men and the Elephant Reading List

The authors in this list show you that we understand much about our existence and can control our destiny if we so choose. These varied books interestingly overlap and share a number of similar observations. Like interpretations from different blind men, the more you read, the better picture of the elephant you get. And the more of us blind people that get involved and contribute to the greater good, the better off we will be. I invite you to read more, enrich your life, and in your own way, help make this a better world.

# The Blind Men & the Elephant Reading List



## The Parable



# The Blind Men & the Elephant Reading List

The Buddha answered, "Once upon a time there was a certain raja who called to his servant and said, 'Come, good fellow, go and gather together in one place all the men of Savatthi who were born blind... and show them an elephant.' 'Very good, sire,' replied the servant, and he did as he was told. He said to the blind men assembled there, 'Here is an elephant,' and to one man he presented the head of the elephant, to another its ears, to another a tusk, to another the trunk, the foot, back, tail, and tuft of the tail, saying to each one that that was the elephant.



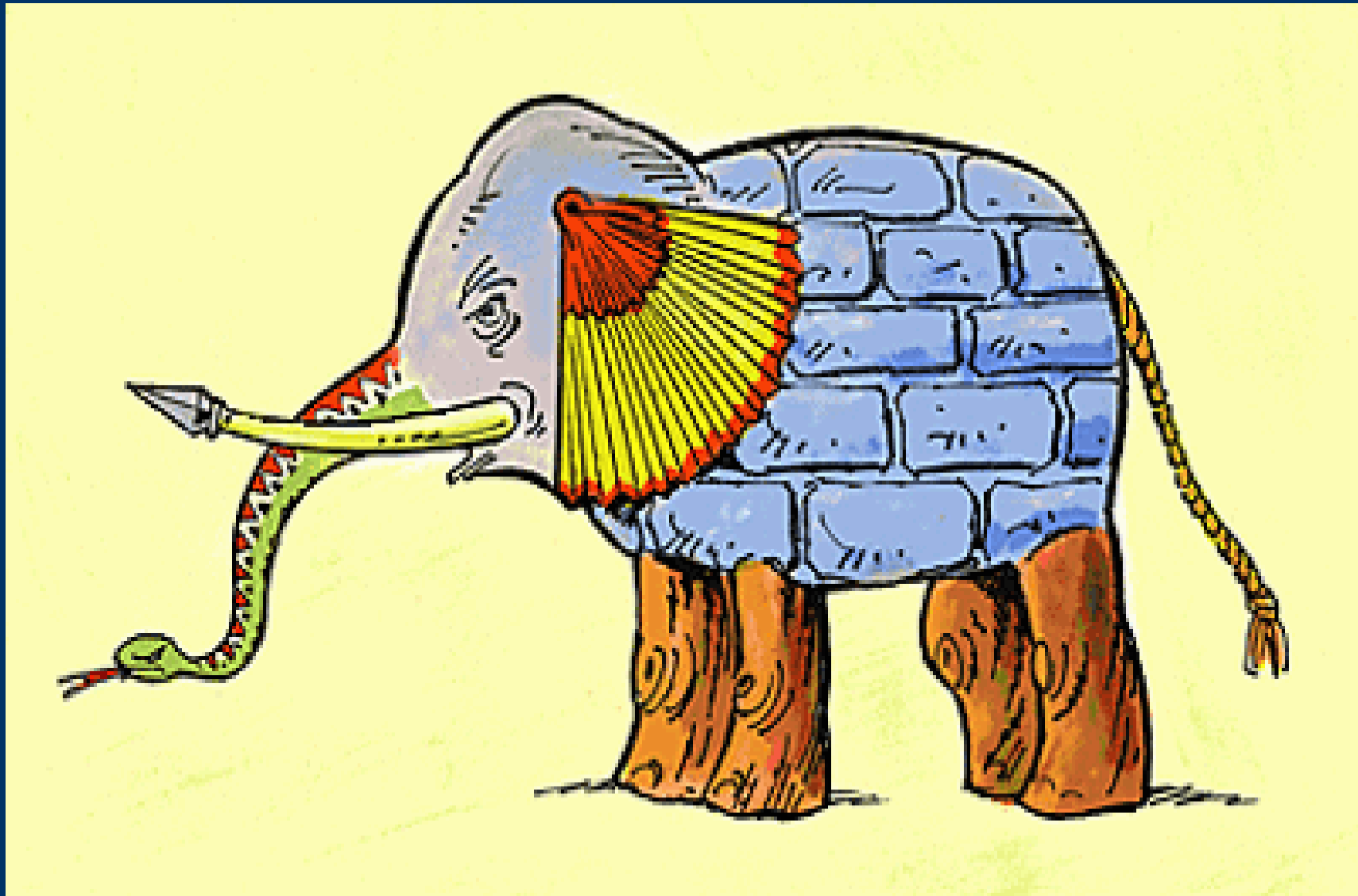
## The Parable

# The Blind Men & the Elephant Reading List

"When the blind men had felt the elephant, the raja went to each of them and said to each, 'Well, blind man, have you seen the elephant? Tell me, what sort of thing is an elephant?'

"Thereupon the men who were presented with the head answered, 'Sire, an elephant is like a pot.' And the men who had observed the ear replied, 'An elephant is like a winnowing basket.' Those who had been presented with a tusk said it was a ploughshare. Those who knew only the trunk said it was a plough; others said the body was a grainery; the foot, a pillar; the back, a mortar; the tail, a pestle, the tuft of the tail, a brush.

# The Blind Men & the Elephant Reading List



# The Blind Men & the Elephant Reading List

"Then they began to quarrel, shouting, 'Yes it is!' 'No, it is not!' 'An elephant is not that!' 'Yes, it's like that!' and so on, till they came to blows over the matter.

Brethren, the raja was delighted with the scene.

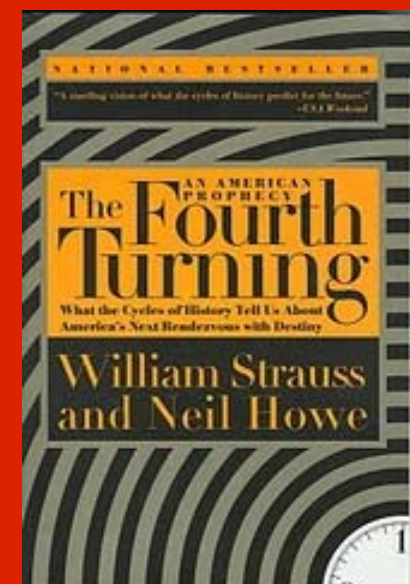
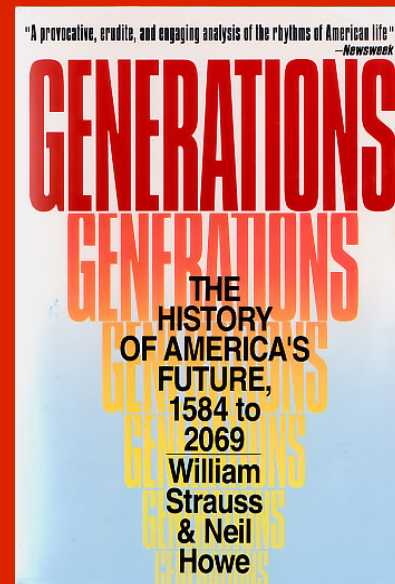
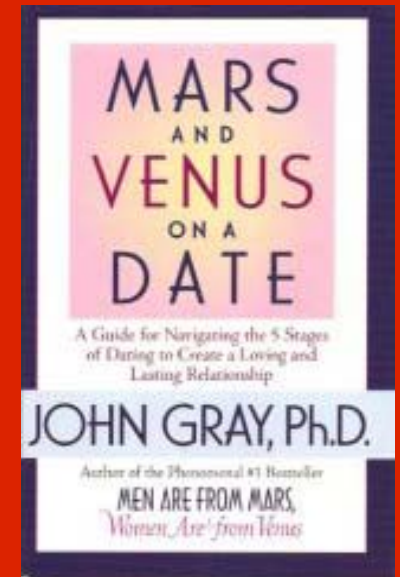
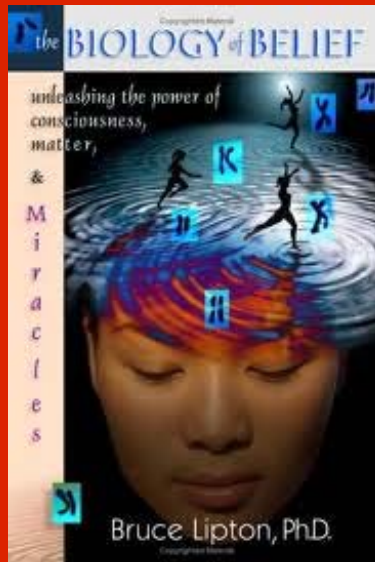
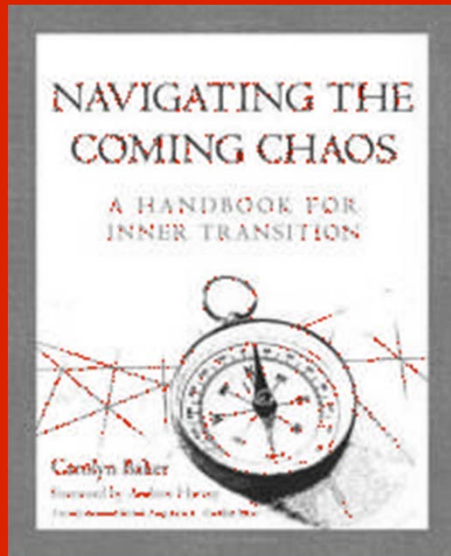
"Just so are these preachers and scholars holding various views blind and unseeing.... In their ignorance they are by nature quarrelsome, wrangling, and disputatious, each maintaining reality is thus and thus."

Then the Exalted One rendered this meaning by uttering this verse of uplift:

O how they cling and wrangle, some who claim  
For preacher and monk the honored name!  
For, quarreling, each to his view they cling.  
Such folk see only one side of a thing.

# The Blind Men & the Elephant Reading List

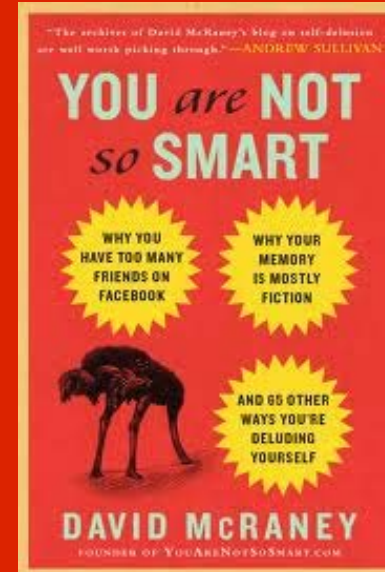
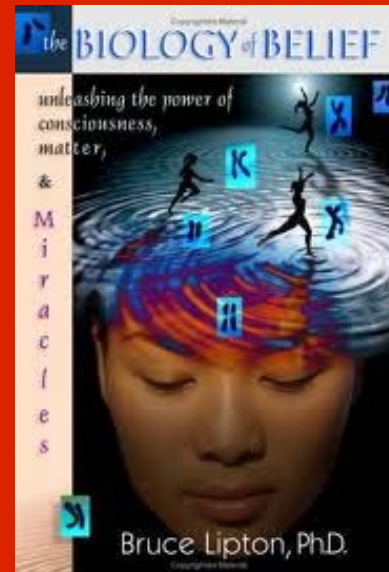
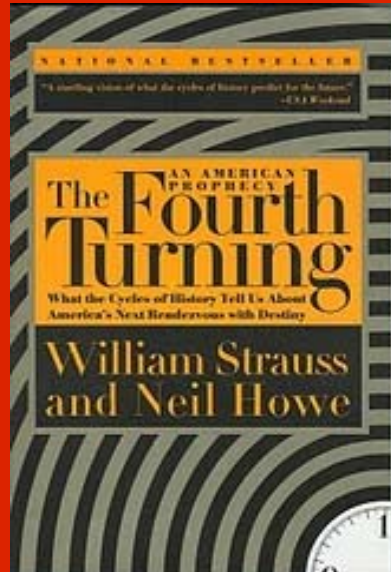
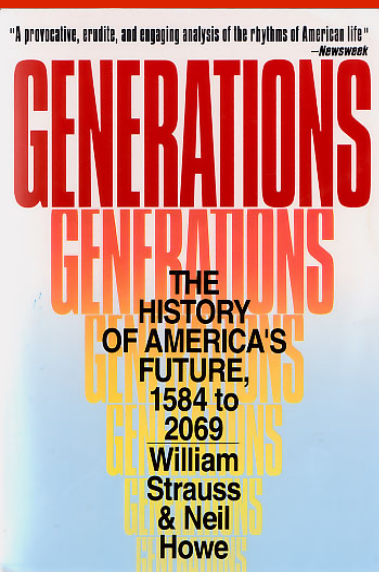
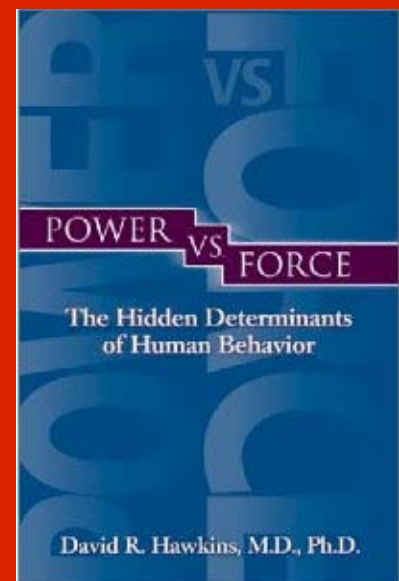
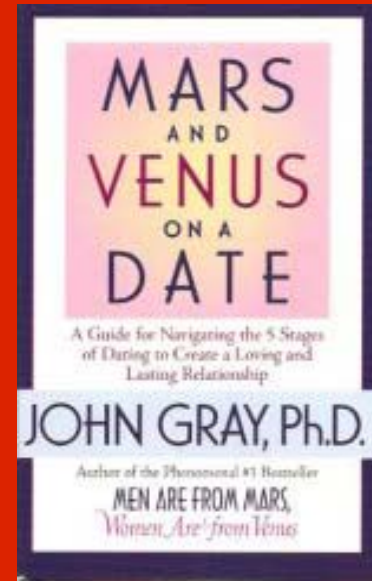
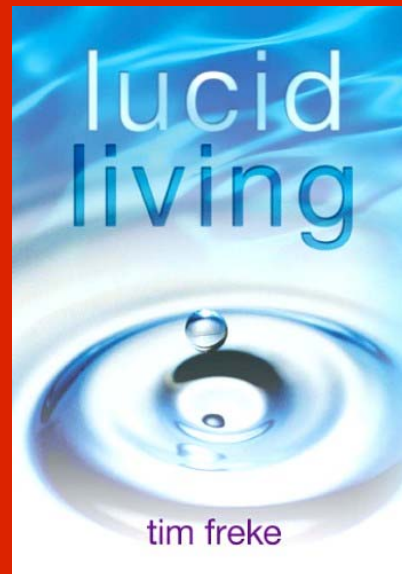
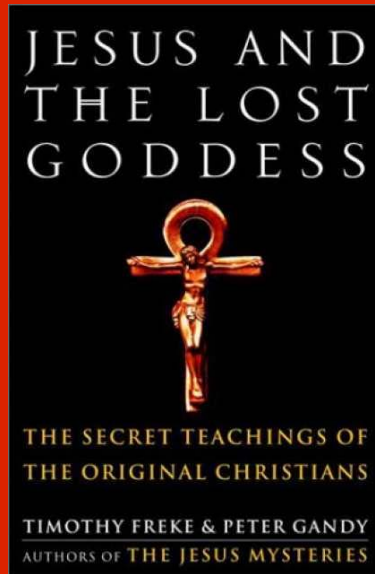
You  
Before





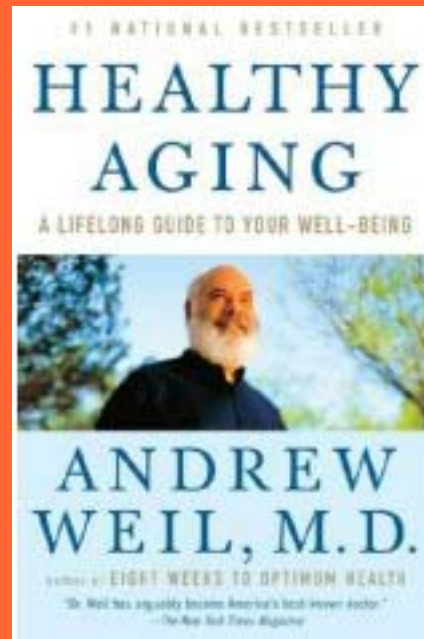
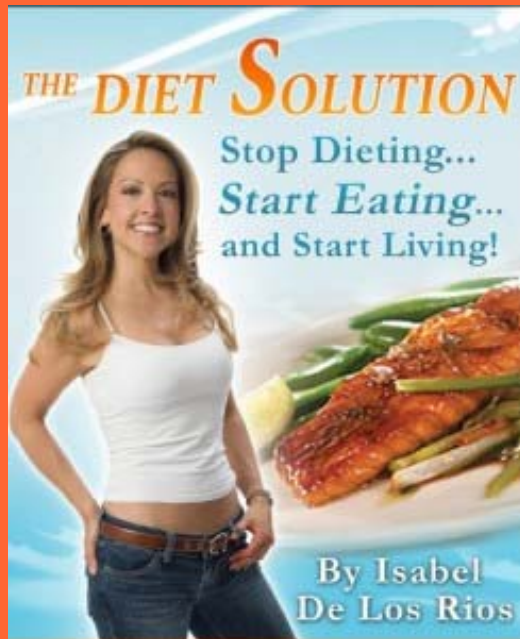
# The Blind Men & the Elephant Reading List

You



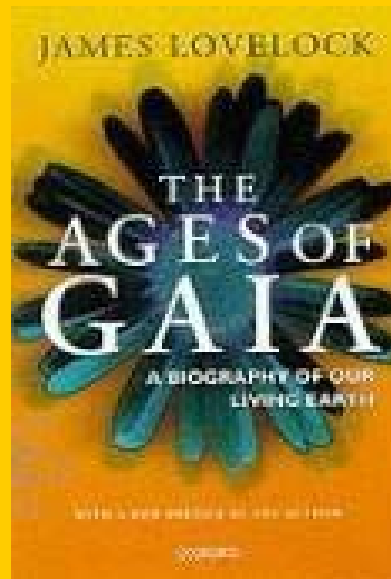
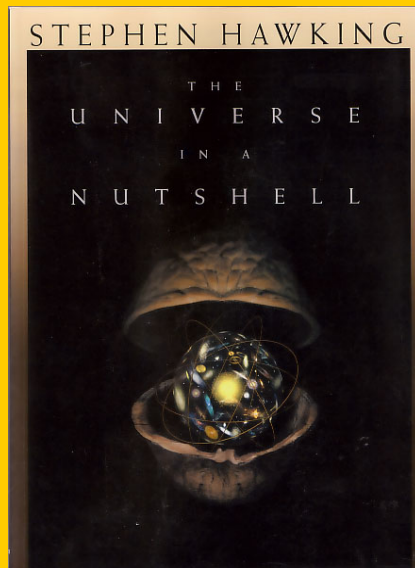


# The Blind Men & the Elephant Reading List



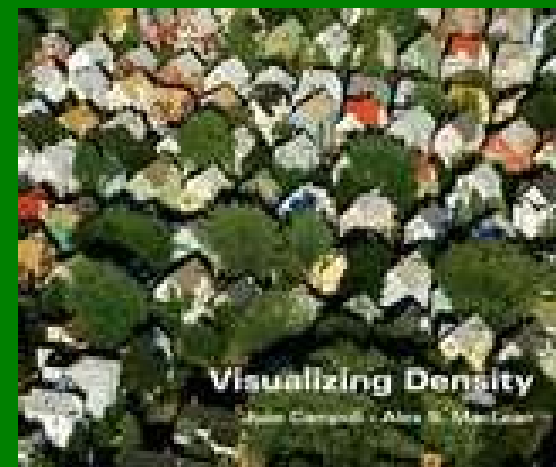
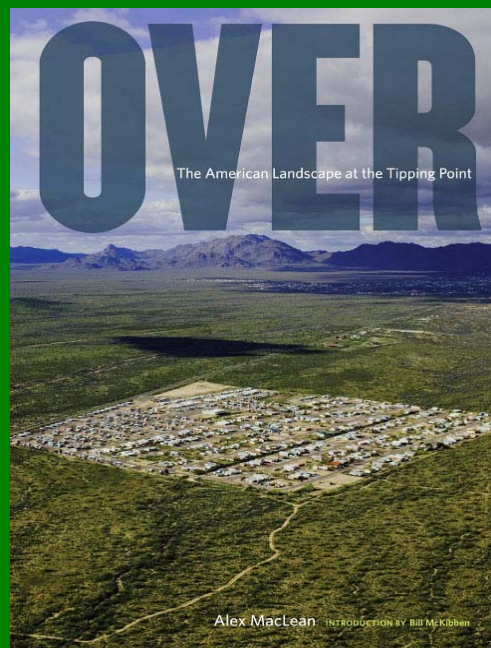
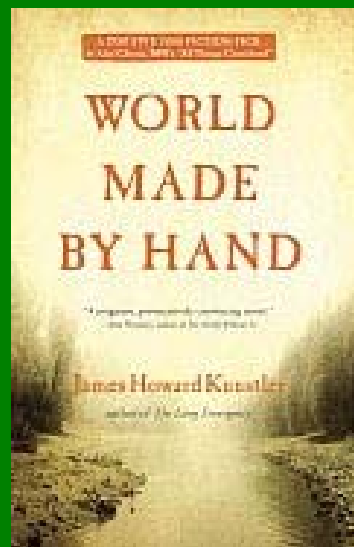
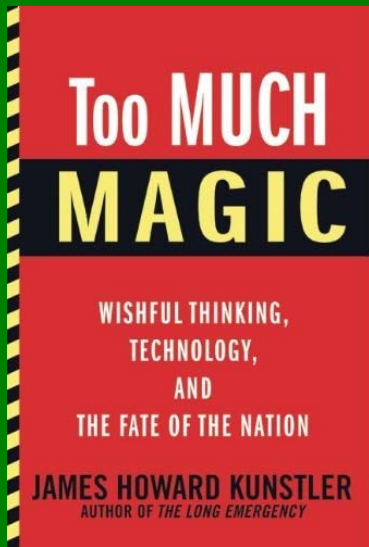
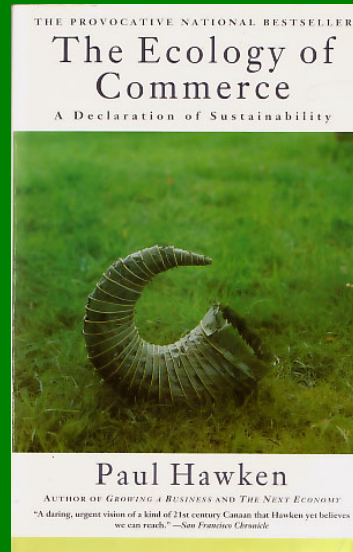
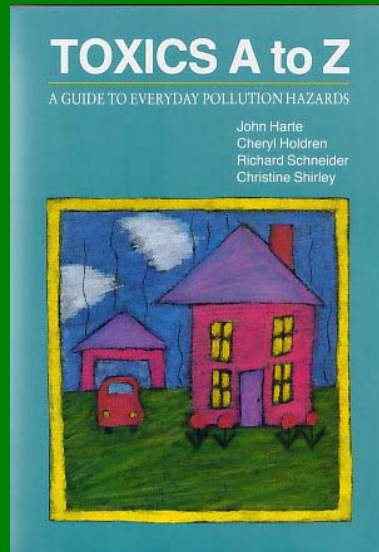
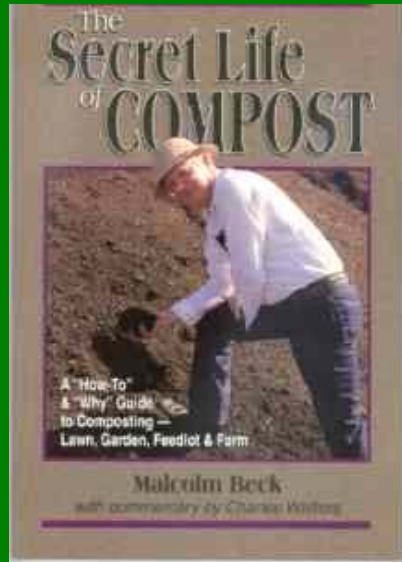
## Your Body

# The Blind Men & the Elephant Reading List



## Your Universe

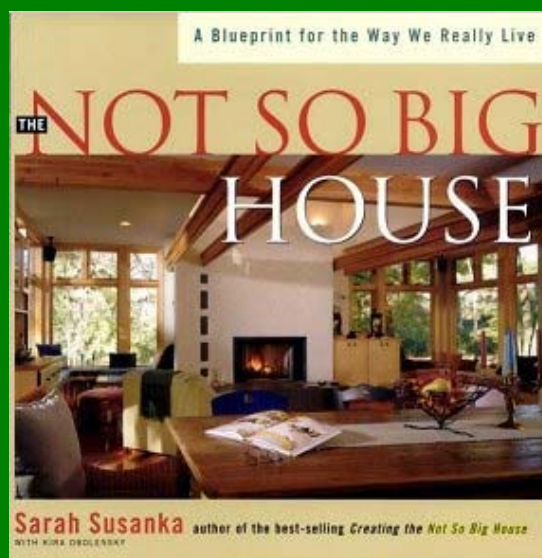
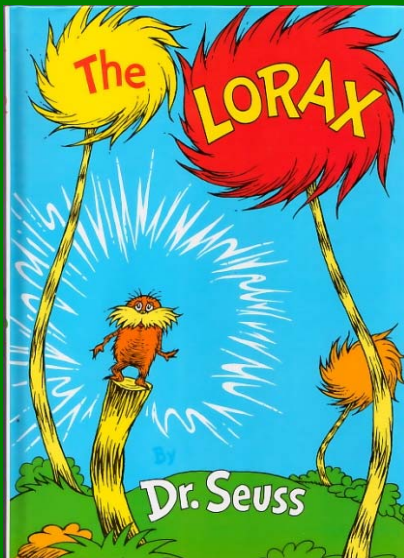
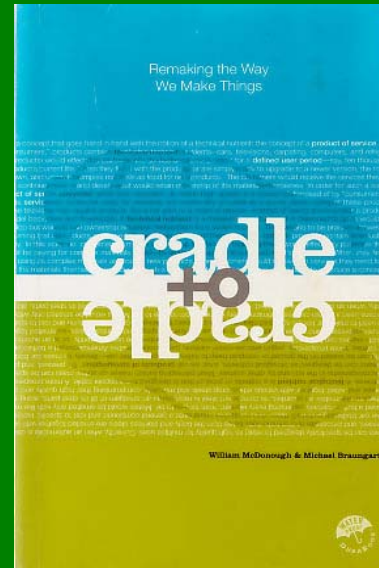
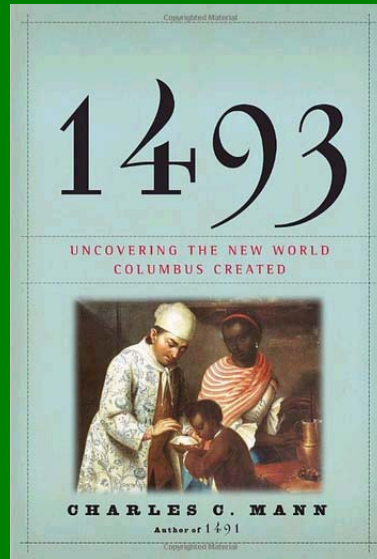
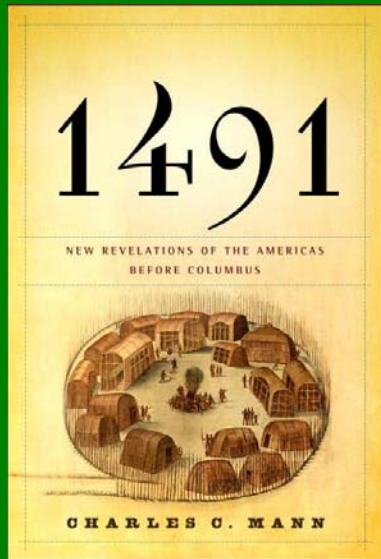
# The Blind Men & the Elephant Reading List



## Your Environment

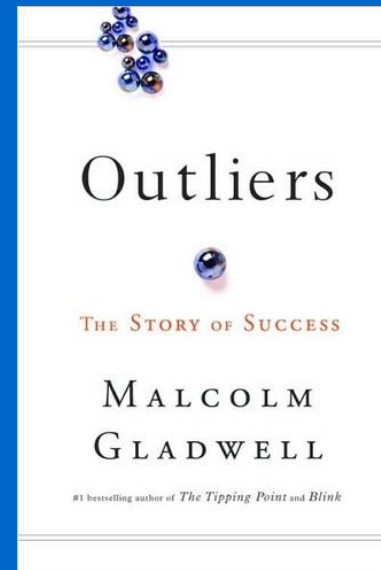
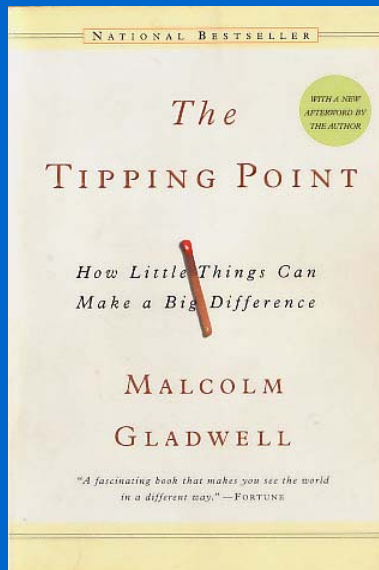
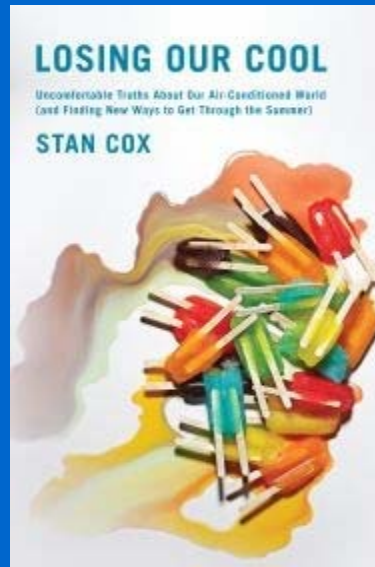
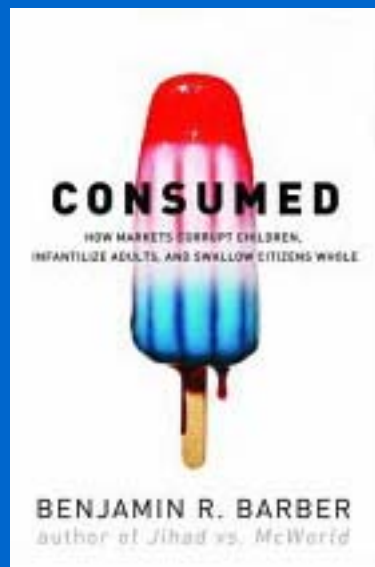


# The Blind Men & the Elephant Reading List



## Your Environment

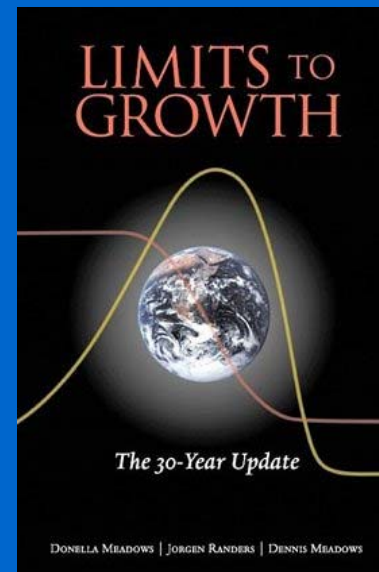
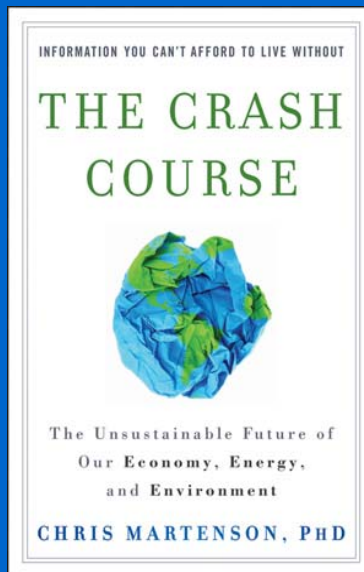
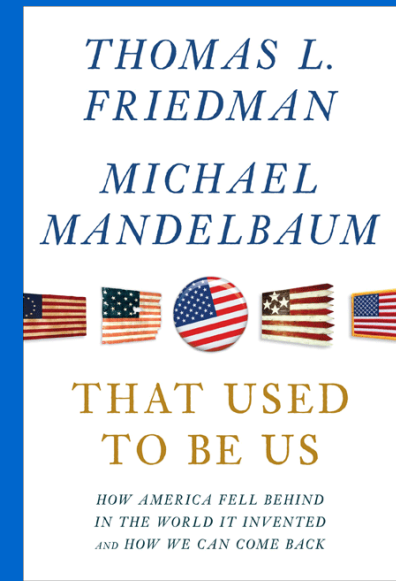
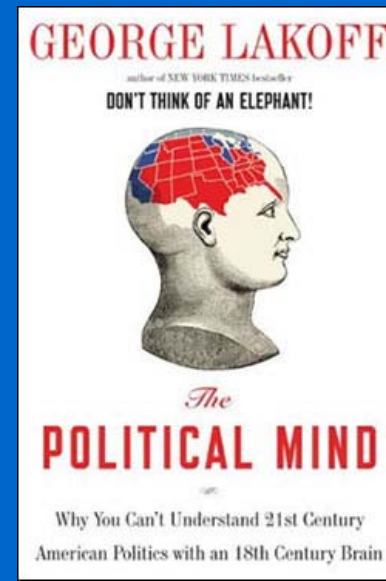
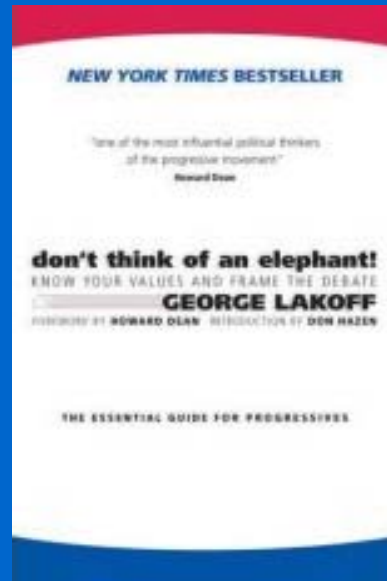
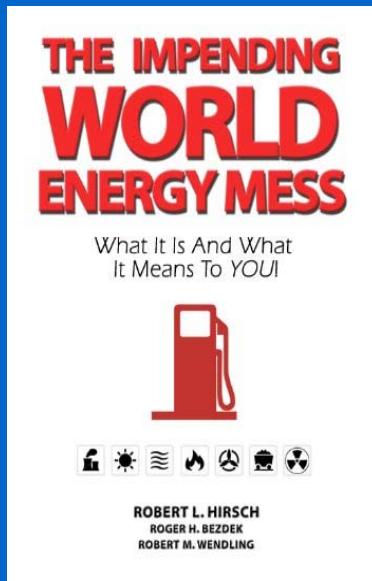
# The Blind Men & the Elephant Reading List



## Everyone Else



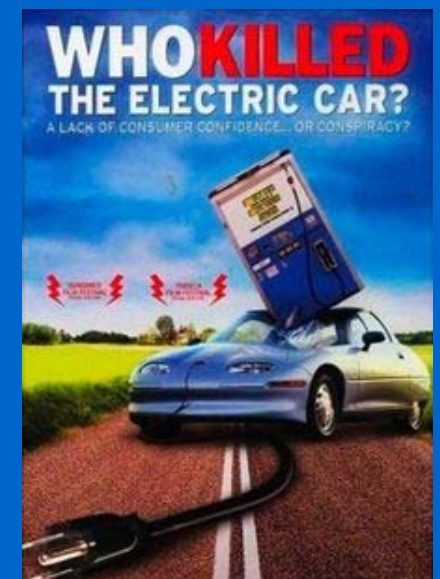
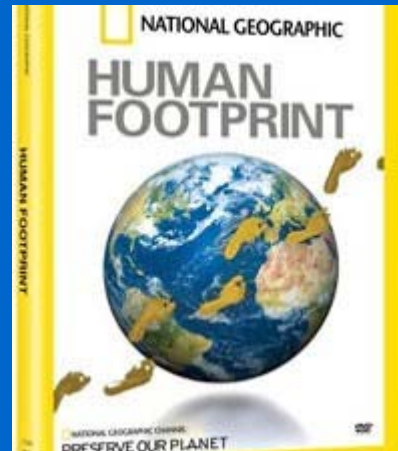
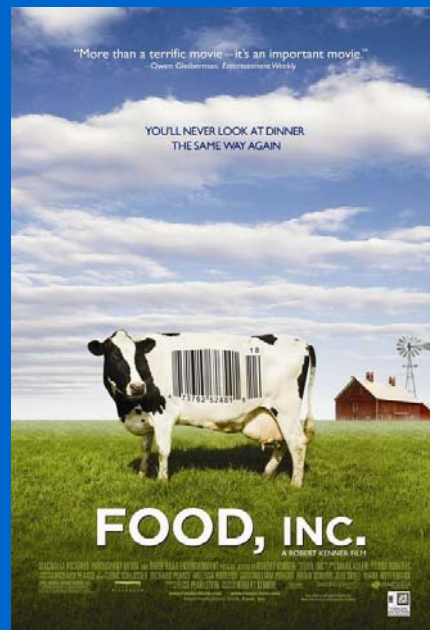
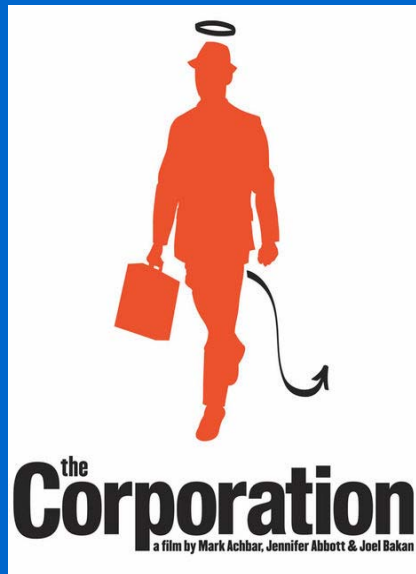
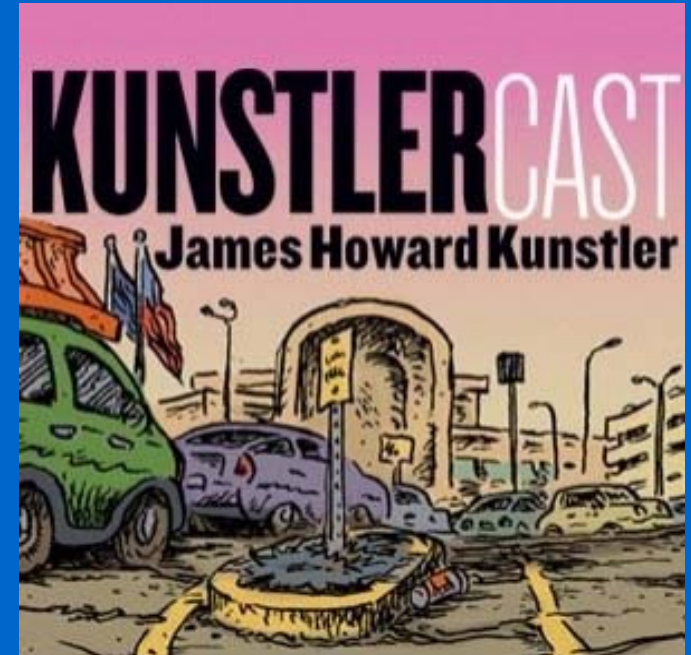
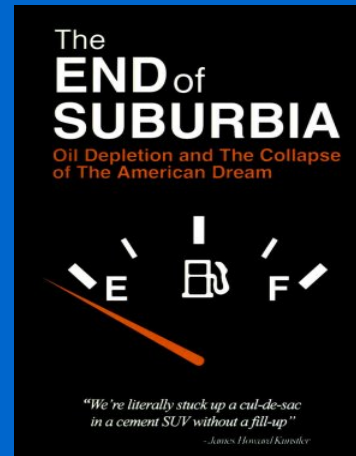
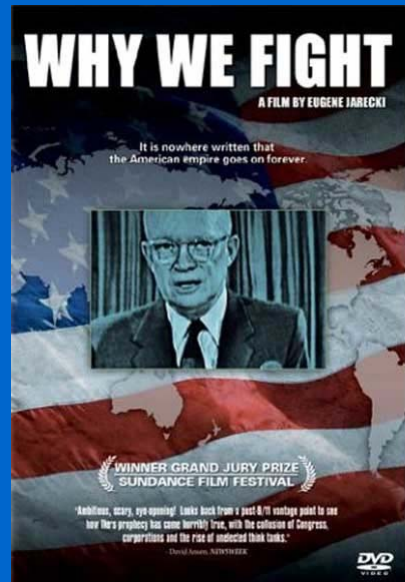
# The Blind Men & the Elephant Reading List



## Everyone Else



# The Blind Men & the Elephant Reading List



Media

# The Blind Men & the Elephant Reading List



Media



# The Blind Men & the Elephant Reading List

<div> <div></div> Yourself         </div> <div> <div></div> Your Body         </div> <div> <div></div> Your Universe         </div> <div> <div></div> You and the Environment         </div> <div> <div></div> You and Everyone Else         </div>	
Wayne Dyer Deepak Chopra Brian Weiss Robert Sardello	Manifest Your Destiny The Seven Spritual Laws of Success Many Lives, Many Masters Freeing the Soul from Fear
Wiley & Formley Barry Sears	Lights Out The Age Free Zone
Stephen Hawking Edward O. Wilson	The Universe in a Nutshell The Future of Life
Paul Hawken Hawken & Lovins Weinberg, Pellow, & Schnaiberg James Kunstler Lester Brown Malcolm Beck	The Ecology of Commerce Natural Capitalism Urban Recycling& the Search for Sustainable Community Development Home from Nowhere The Earth Policy Reader The Gardenville Method
John Gray Malcolm Gladwell Robert Prechter  Lipsky & Abrams David Quinn	Mars & Venus on a Date The Tipping Point Socionomics: The Wave Principle of Human Social Behavior  Late Bloomers My Ishmael

The Blind Men and the Elephant Reading List

The Blind Men and the Elephant Reading List  
compiled by Steve Stelzer

These books had a big impact on me. Let me know what you think about them. If you read a book that changed your outlook on life, let me know. You can email me at [stelman@evl.net](mailto:stelman@evl.net). Thanks.

If you agree that our way of life is putting us and our planet further in stress, then you know that we can change our ways or suffer the consequences. These authors will show you that we can understand more about our existence and control our destiny if we so choose. These books vary in subject matter, but interestingly overlap and share a number of similar observations. Like views from different blind men, the more you read, the better picture of the elephant you get. I invite you to read, learn, feel better, enjoy your life more, and in your own way, help make this a better world.

First Card, 2003, 19 books

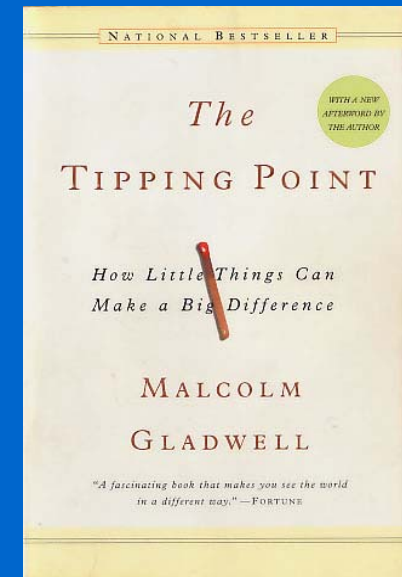
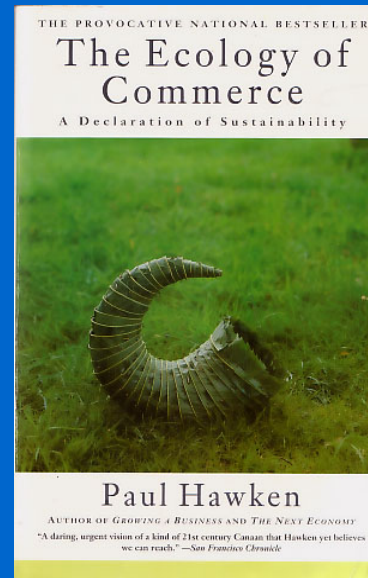
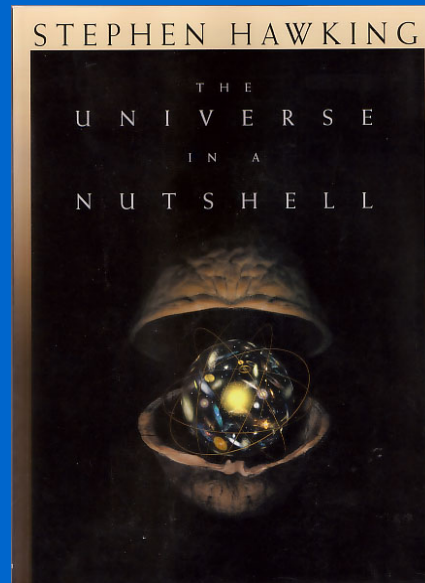
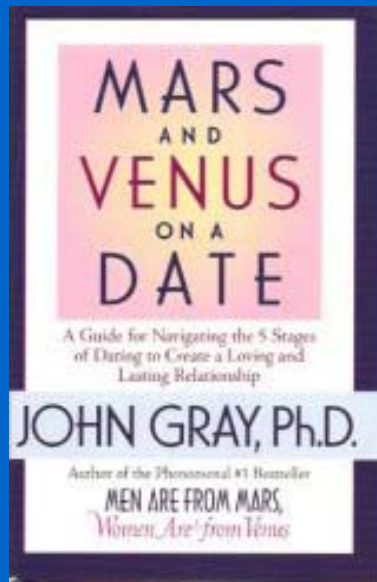
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<p>The authors in this list show you that we understand much about our existence and can control our destiny if we so choose. These varied books interestingly overlap and share a number of similar observations. Like interpretations from different blind men, the more you read, the better picture of the elephant you get. And the more of us blind people that get involved and contribute to the greater good, the better off we will be. I invite you to read more, enrich your life, and in your own way, help make this a better world.</p>	<table> <tr> <td>Freke &amp; Gandy John Gray David Hawkins Strauss &amp; Howe Bruce Lipton David McRaney don Miguel Ruiz</td><td>Lucid Living; Jesus and the Lost Goddess Mars &amp; Venus On a Date Power vs. Force Generations; The Fourth Turning The Biology of Belief <b>You</b> You Are Not So Smart The Four Agreements; The Fifth Agreement</td></tr> </table>	Freke & Gandy John Gray David Hawkins Strauss & Howe Bruce Lipton David McRaney don Miguel Ruiz	Lucid Living; Jesus and the Lost Goddess Mars & Venus On a Date Power vs. Force Generations; The Fourth Turning The Biology of Belief <b>You</b> You Are Not So Smart The Four Agreements; The Fifth Agreement
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<p>The Blind Men and the Elephant Reading List</p>	<table> <tr> <td>Isabel De Los Rios Andrew Weil</td><td><b>Your Body</b> The Diet Solution Healthy Aging</td></tr> </table>	Isabel De Los Rios Andrew Weil	<b>Your Body</b> The Diet Solution Healthy Aging
Isabel De Los Rios Andrew Weil	<b>Your Body</b> The Diet Solution Healthy Aging		
<p>The Blind Men and the Elephant Reading List Compiled by Steve Stelzer steve.stelzer@sbcglobal.net</p>	<table> <tr> <td>Stephen Hawking James Lovelock</td><td><b>Your Universe</b> The Universe in a Nutshell The Ages of Gaia</td></tr> </table>	Stephen Hawking James Lovelock	<b>Your Universe</b> The Universe in a Nutshell The Ages of Gaia
Stephen Hawking James Lovelock	<b>Your Universe</b> The Universe in a Nutshell The Ages of Gaia		
<p>As of this 49th addition, my top twelve are "Cradle to Cradle", "Too Much Magic", "Abundance", "The Fourth Turning", "That Used to Be Us", "Over", "The Impending World Energy Mess", "The Crash Course", "You Are Not So Smart", "Limits to Growth: the 30 Year Update", "1491", and "The Fifth Agreement". In the context of Dickens' "A Christmas Carol" we have a chance to change our lives and change the world.</p>	<table> <tr> <td>Malcolm Beck Harte, Holdren, et al Paul Hawken James H Kunstler Alex MacLean Charles Mann McDonough &amp; Braungart Elizabeth Royte Dr. Seuss Sarah Susanka</td><td>The Secret Life of Compost Toxics A to Z Ecology of Commerce; Blessed Unrest Too Much Magic; World Made by Hand Over; Visualizing Density 1491; 1493 Cradle to Cradle Garbage Land <b>Your Environment</b> The Lorax The Not So Big House; The Not So Big Life</td></tr> </table>	Malcolm Beck Harte, Holdren, et al Paul Hawken James H Kunstler Alex MacLean Charles Mann McDonough & Braungart Elizabeth Royte Dr. Seuss Sarah Susanka	The Secret Life of Compost Toxics A to Z Ecology of Commerce; Blessed Unrest Too Much Magic; World Made by Hand Over; Visualizing Density 1491; 1493 Cradle to Cradle Garbage Land <b>Your Environment</b> The Lorax The Not So Big House; The Not So Big Life
Malcolm Beck Harte, Holdren, et al Paul Hawken James H Kunstler Alex MacLean Charles Mann McDonough & Braungart Elizabeth Royte Dr. Seuss Sarah Susanka	The Secret Life of Compost Toxics A to Z Ecology of Commerce; Blessed Unrest Too Much Magic; World Made by Hand Over; Visualizing Density 1491; 1493 Cradle to Cradle Garbage Land <b>Your Environment</b> The Lorax The Not So Big House; The Not So Big Life		
<p><b>Media</b> E - The Environmental Magazine The Human Footprint Why We Fight Food Inc. The Crash Course Who killed the Electric Car? Ethos The Story of Stuff TED Talks. Waiting for Superman. Kunstlercast podcasts The Corporation Urbanized The End of of Suburbia Mother Jones Greenbuilder Magazine.</p>	<table> <tr> <td>Joel Bakan Benjamin Barber Stan Cox Diamandis &amp; Kotler Friedman &amp; Mandelbaum Malcolm Gladwell Meadows, et al Hirsch, et al G. Lakoff Chris Martenson Alan Weisman</td><td><b>Everyone Else</b> The Corporation Consumed Losing Our Cool Abundance That Used to Be Us The Tipping Point; Blink; Outliers Limits to Growth- the 30 Year Update The Impending World Energy Mess Don't Think of an Elephant; The Political Mind The Crash Course The World Without Us</td></tr> </table>	Joel Bakan Benjamin Barber Stan Cox Diamandis & Kotler Friedman & Mandelbaum Malcolm Gladwell Meadows, et al Hirsch, et al G. Lakoff Chris Martenson Alan Weisman	<b>Everyone Else</b> The Corporation Consumed Losing Our Cool Abundance That Used to Be Us The Tipping Point; Blink; Outliers Limits to Growth- the 30 Year Update The Impending World Energy Mess Don't Think of an Elephant; The Political Mind The Crash Course The World Without Us
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49<sup>th</sup> Edition, Last Week, 43 books,  
16 media items



# The Blind Men & the Elephant Reading List



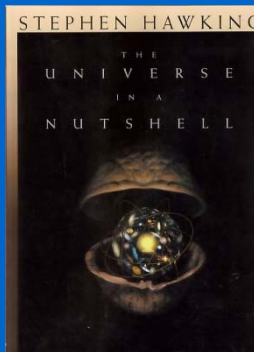
Still on the list from the beginning..

# The Blind Men & the Elephant Reading List

For the first two billion years or so, the rate of increase in complexity [of DNA] must have been of the order of one bit of information every hundred years. The rate of increase of DNA complexity gradually rose to about one bit a year over the last few million years. But then, about six or eight thousand years ago, a major new development occurred.

2001

Still On the List





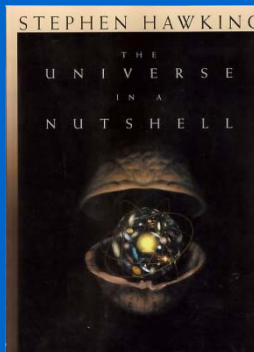
# The Blind Men & the Elephant Reading List

We developed written language.

This meant that information could be passed from one generation to the next without having to wait for the very slow process of random mutations and natural selection to code it into the DNA sequence.

2001

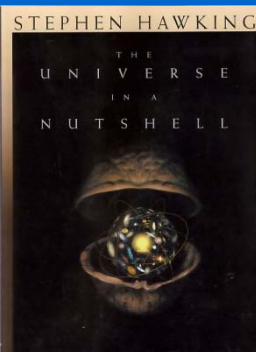
Still On the List



# The Blind Men & the Elephant Reading List

The amount of complexity increased enormously. A single paperback romance could hold as much information as the difference in DNA between apes and humans, and a 30 volume encyclopedia could describe the entire sequence of human DNA.

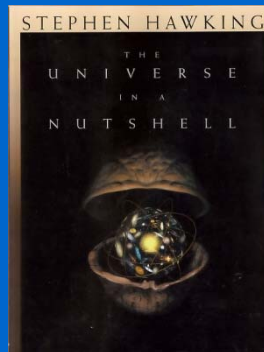
Still On the List



# The Blind Men & the Elephant Reading List

Even more important, the information in books can be updated rapidly. The current rate at which human DNA is being updated by biological evolution is about one bit a year. But there are two hundred thousand new books published each year, a new-information rate of over a million bits a second.

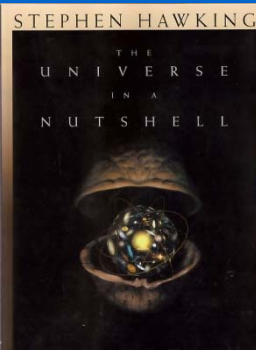
## Still On the List



# The Blind Men & the Elephant Reading List

Of course, most of this information is garbage, but even if only one bit in a million is useful, that is still a hundred thousand times faster than biological evolution.

Still On the List

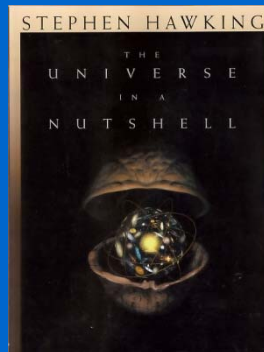


# The Blind Men & the Elephant Reading List

This transmission of data through external, nonbiological means has led the human race to dominate the world and to have an exponentially increasing population.

Still On the List

2001

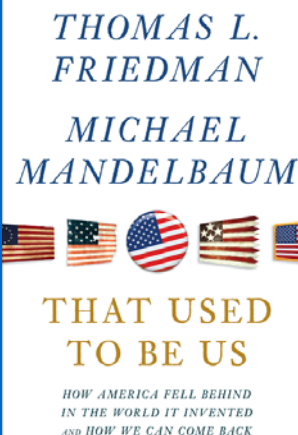


# The Blind Men & the Elephant Reading List

....children growing up in homes with many books get 3 years more schooling than children from bookless homes, independent of their parents' education, occupation, and class. This is as great an advantage as having university-educated rather than unschooled parents, and twice the advantage of having a professional rather than an unskilled father.

Speaking of Reading

2011





# The Blind Men & the Elephant Reading List

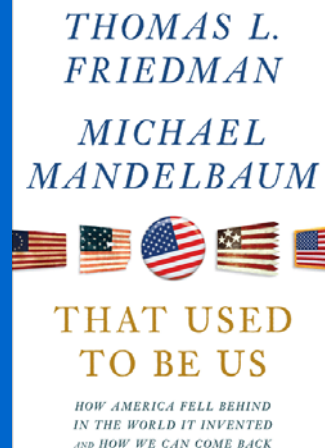
It holds equally in rich nations and poor; in the past and in the present; under Communism, capitalism, and Apartheid; and most strongly in China.

The study went on to say that Chinese children who had five hundred or more books at home got 6.6 years more schooling than Chinese children without books.

As few as 20 books in a home made an appreciable difference.

## Top Twelve List

2011



# The Blind Men & the Elephant Reading List

**Reading, writing and revelation: How the written word helps refresh body, mind and soul. Ursula Sautter | October 2010 issue, ODE Magazine**

Now, science is starting to prove what readers and writers have long known: Words can help us repair and revitalize our bodies as well as our minds. As a result, bibliotherapy (reading specific texts in response to particular situations or conditions) is becoming more and more popular among psychologists, physicians, librarians and teachers.



# The Blind Men & the Elephant Reading List

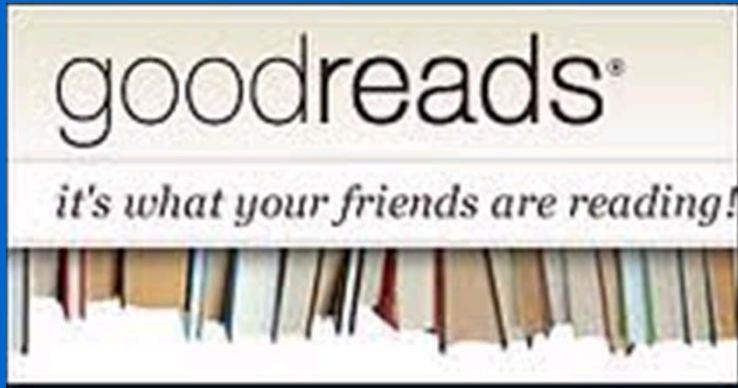
Kindle for iPhone

Audible.com for iPhone



## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

The screenshot shows the Goodreads page for the book "The Upcycle: Beyond Sustainability-- Designing for Abundance" by William McDonough and Michael Braungart. The page layout includes a header with the Goodreads logo and navigation links, a book cover image, a "Want to Read" button, a description of the book, and various statistics and recommendations. The book is currently unrated (0.00) with no reviews. The description highlights the book's focus on ecological design and sustainability. The page also features a "Popular Shelves" section with "to-read" at the top, and a "Books by William McDonough" section at the bottom. A "Friend Reviews" section at the bottom indicates that no friends have reviewed the book yet.

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Other Editions (1) combine

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Popular Shelves

to-read	5 shelves
sustainability	1 shelf
not-yet-released	1 shelf
nonfiction	1 shelf

Books by William McDonough

Friend Reviews

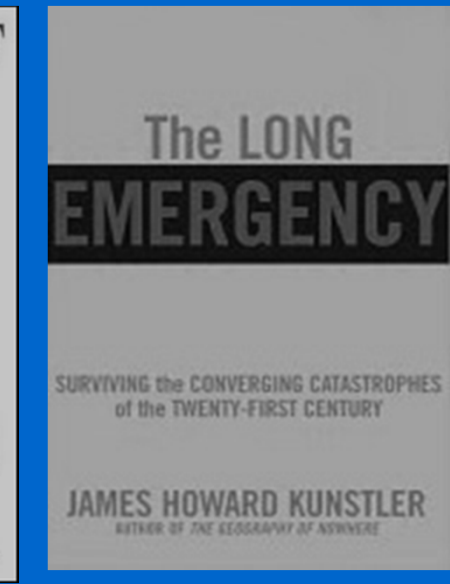
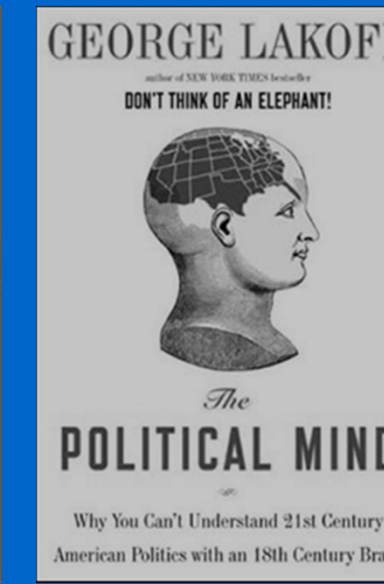
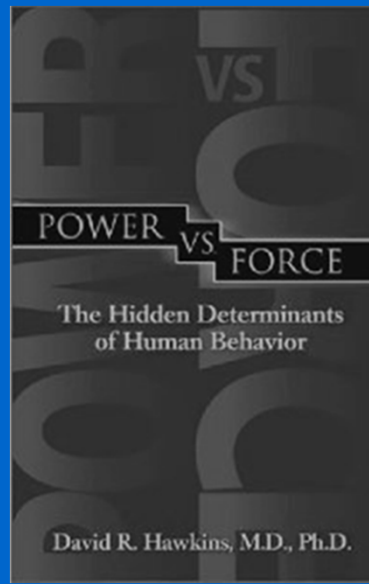
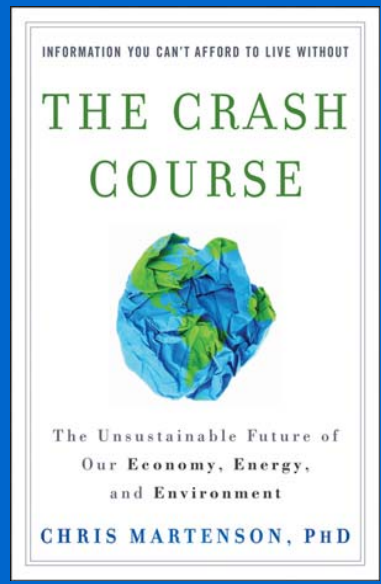
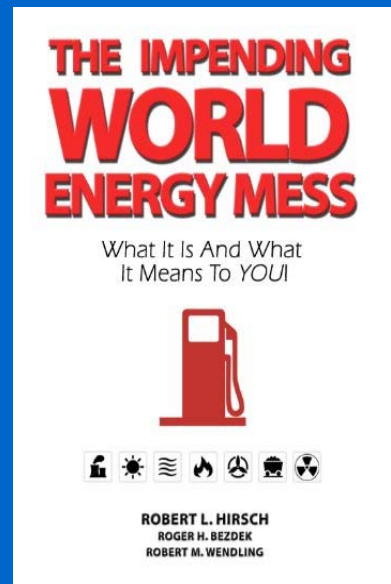
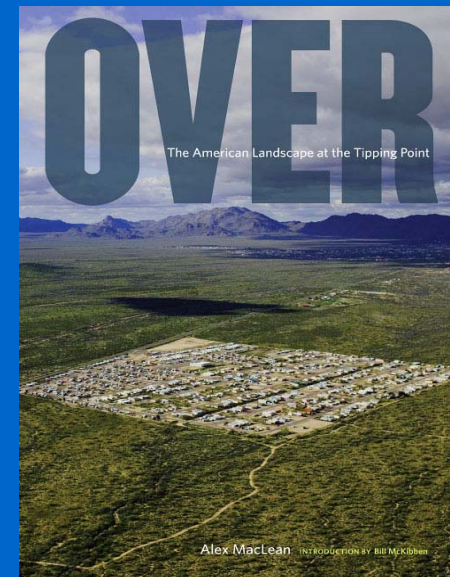
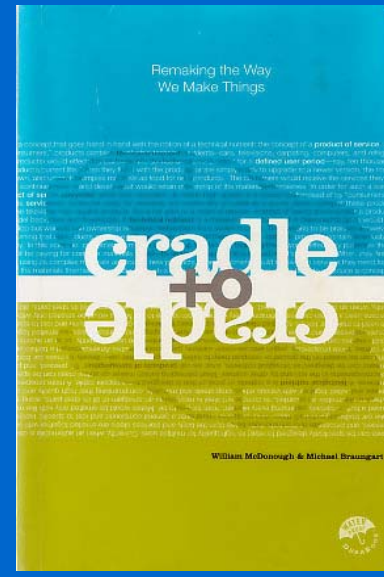
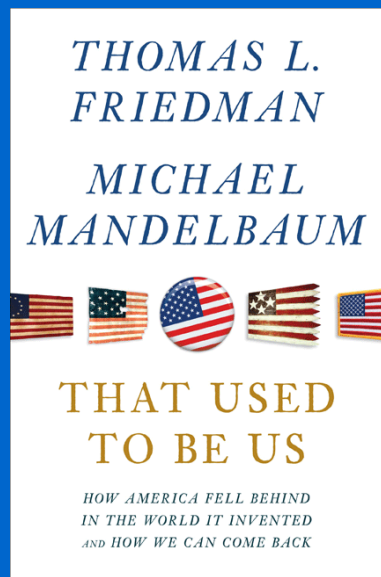
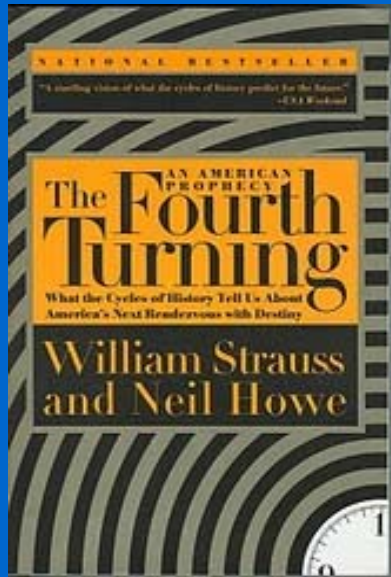
recommend this book None of your friends have reviewed this book yet.

Lists with This Book

## Who Would Have Thought?



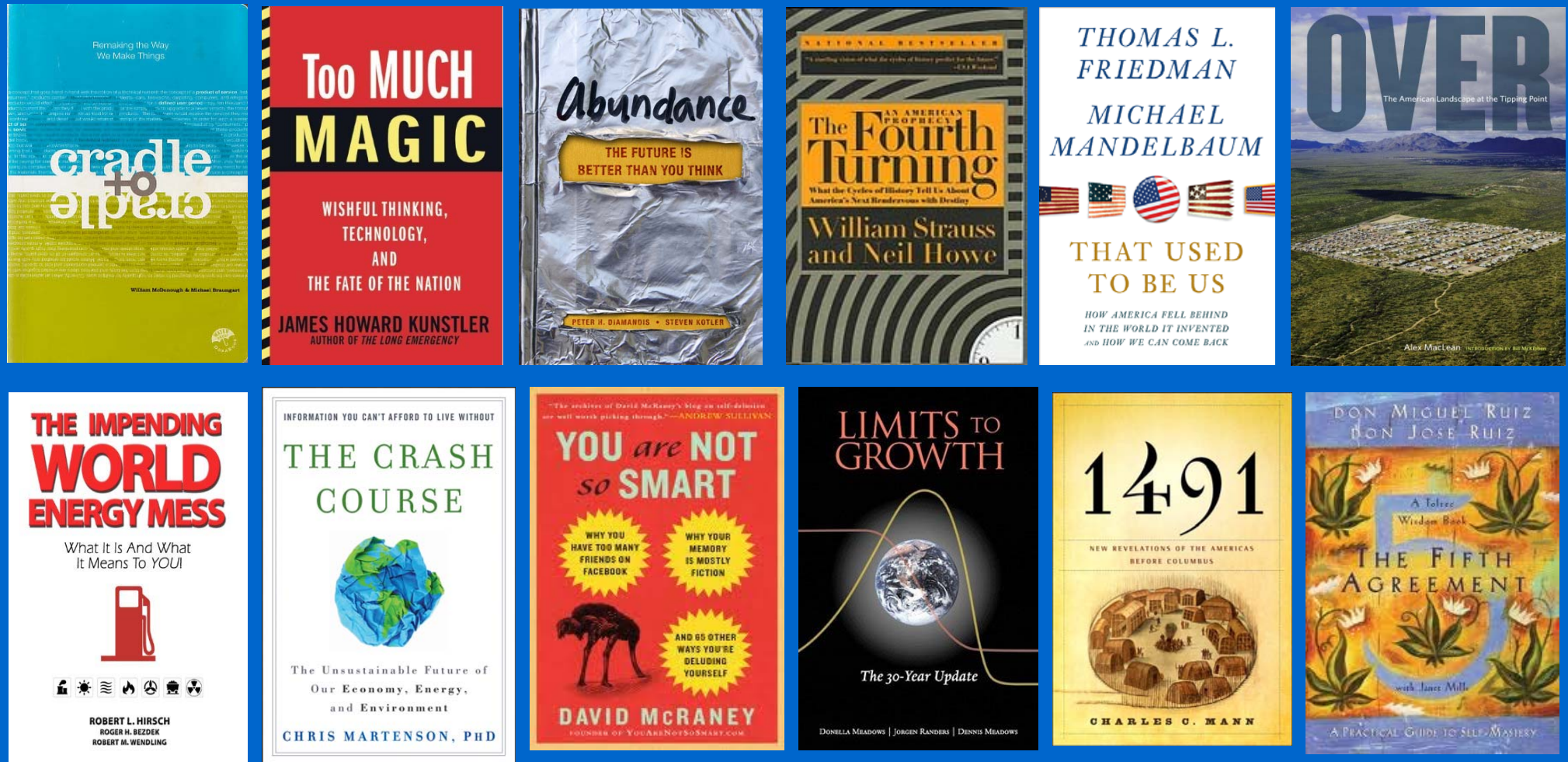
# The Blind Men & the Elephant Reading List



## The Top Ten



# The Blind Men & the Elephant Reading List



## The Top Twelve

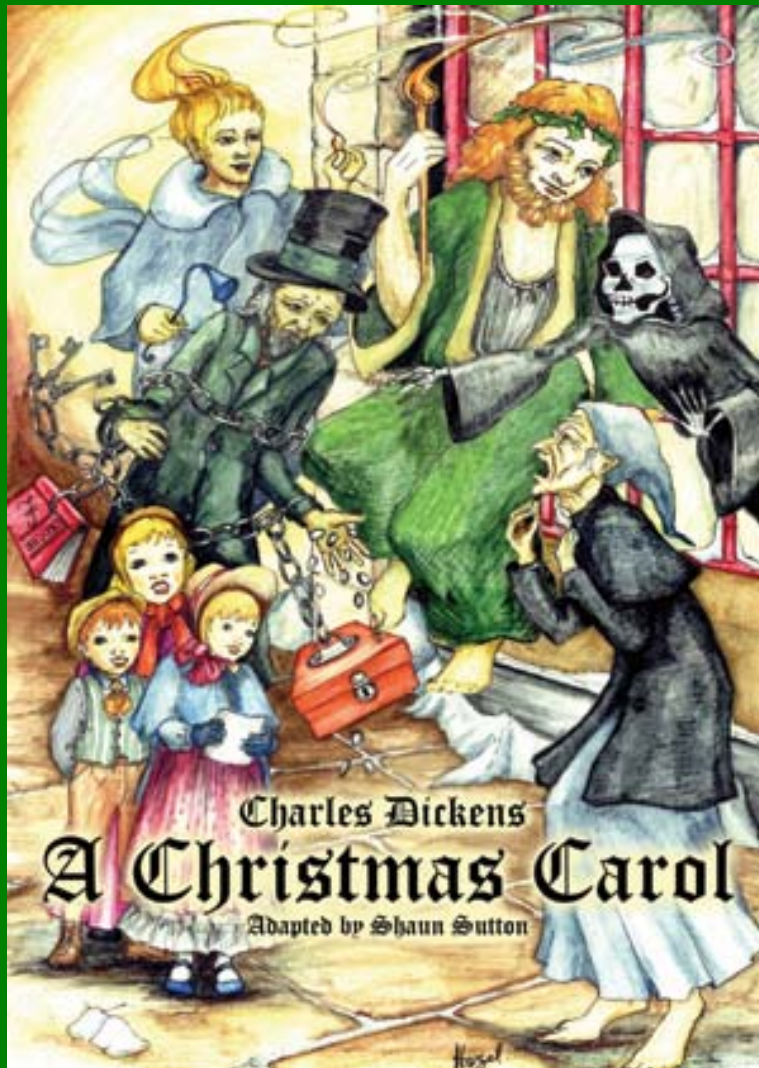
# The Blind Men & the Elephant Reading List



## The Elephant in the Room Reading List



# The Blind Men & the Elephant Reading List



Referencing Dickens:  
August 2009

Men and the Elephant Reading List

compiled by Steve Stelzer

keep getting better. As of this 43rd edition, my top ten "Turning", "That Used to Be Us", "Why Can't We Be to Cradle", "Over", "The Impending World Energy sh Course", "Power vs. Force", "The Political Mind", and "The Long Emergency". In the context of Dickens' "**A Christmas Carol**" we have a chance to change our lives and change the world. If you would like to share a book that changed your outlook on life, please let me know. You can email me at [steve.stelzer@sbcglobal.net](mailto:steve.stelzer@sbcglobal.net).



# The Blind Men & the Elephant Reading List

Yin and yang are actually complementary – not opposing -- forces, interacting to form a whole greater than either separate part; in effect, a dynamic system. Everything has both yin and yang aspects, (e.g., shadow/yin cannot exist without light/yang). Either may manifest more strongly in a particular object, depending on the criterion of the observation. The concept of yin and yang is often symbolized by various forms of the Taijitu symbol, for which it is probably best known in Western cultures.



## Culture

# The Blind Men & the Elephant Reading List

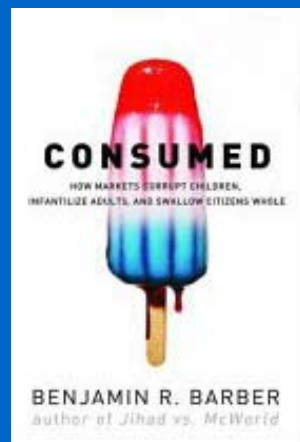
There are five forms of market domination that constitute the substance of my argument that consumer culture has a totalizing although not totalitarian impact on our lives. I will argue that the consumer market is:



Yin

Consumer Culture

2007

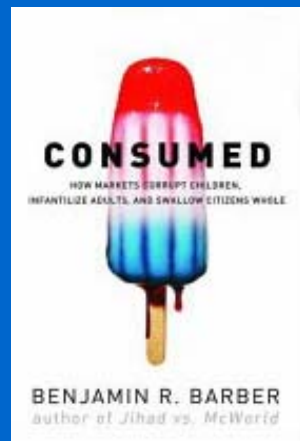


# The Blind Men & the Elephant Reading List

- *ubiquitous* (it is everywhere);
- *omnipresent* (it is all the time and aspires to fill up all time);
- *addictive* (it creates its own forms of reinforcement);
- *self-replicating* (it spreads virally);
- And it is *omnilegitimate* (it engages in active self-rationalization and self-justification, eroding the moral bases for resisting it)

2007

Consumer Culture



# The Blind Men & the Elephant Reading List

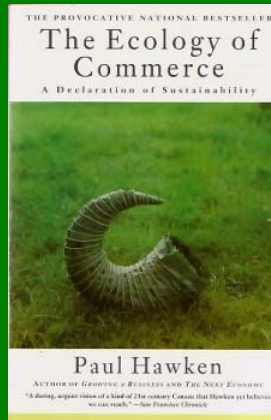
The ideology of corporate life has taken over our culture and political system. We may spend an hour in church or temple every week, but spend forty, fifty, or sixty hours at the workplace in a job that demands and receives the greatest devotion we bestow on anyone or anything outside of (and sometimes including) our families. Work or some form of collective labor has always been a defining element of society,



Yang

Still On the List

1993





# The Blind Men & the Elephant Reading List

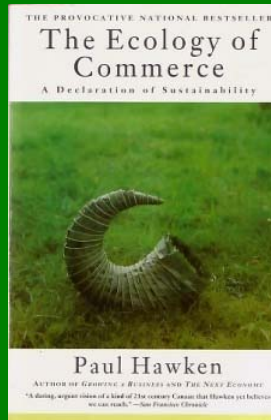
but never before has the output of work  
become the dominant organizing principle of  
the world's peoples.



Yin

Still On the List

1993

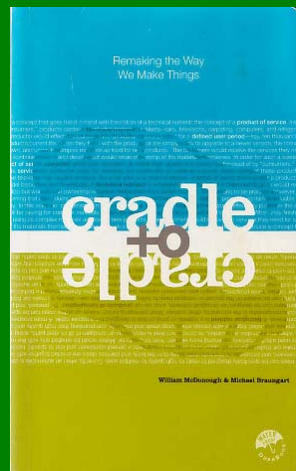


# The Blind Men & the Elephant Reading List

...the Western view saw nature as a dangerous, brutish force to be civilized and subdued.

Humans perceived natural forces as hostile, so they attacked back to exert control. In the U.S. taming the frontier took on the power of a defining myth, and “conquering” wild, natural places was recognized as a cultural – even spiritual – imperative.

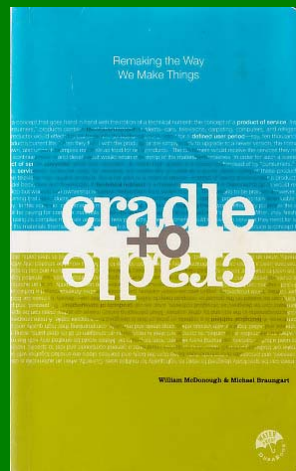
## The Greenest Book



# The Blind Men & the Elephant Reading List

If the first Industrial Revolution had a motto, we like to joke, it would be “If brute force doesn’t work, you’re not using enough of it.” The attempt to impose universal design solutions on an infinite number of local conditions and customs is one manifestation of this principle and its underlying assumption, that nature should be overwhelmed; so is the application of the chemical brute force and fossil fuel energy necessary to make such solutions “fit”.

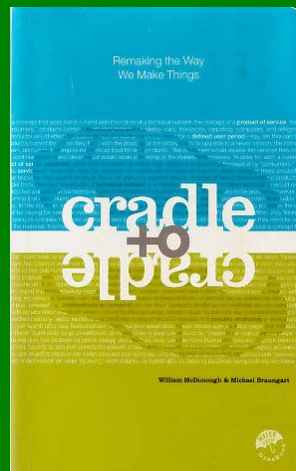
## The Greenest Book



# The Blind Men & the Elephant Reading List

The GDP as a measure of progress emerged during an era when natural resources still seemed unlimited and “quality of life” meant high economic standards of living. But if prosperity is judged only by increased economic activity, then car accidents, hospital visits, illnesses (such as cancer), and toxic spills are all signs of prosperity.

## The Greenest Book

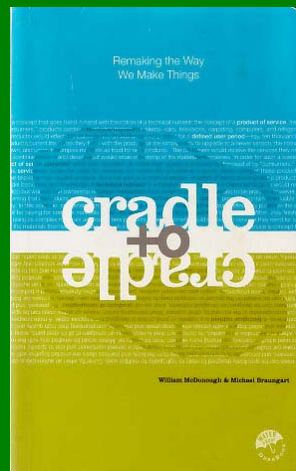




# The Blind Men & the Elephant Reading List

Loss of resources, cultural depletion, negative social and environmental effects, reduction of quality of life – these ills can all be taking place, an entire region can be in decline, yet they are negated by a simplistic economic figure that says economic life is good.

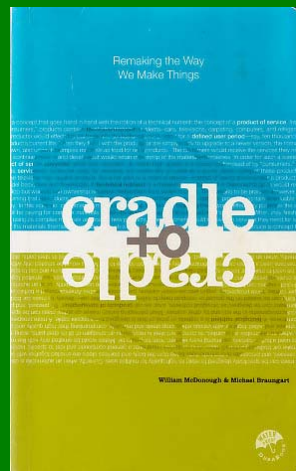
The Greenest Book



# The Blind Men & the Elephant Reading List

Yet just as industrialists, engineers, designers, and developers of the past did not intend to bring about such devastating effects, those who perpetuate these paradigms today surely do not intend to damage the world. The waste, pollution, crude products, and other negative effects that we have described are not the result of corporations doing something morally wrong. They are the consequences of outdated and unintelligent design.

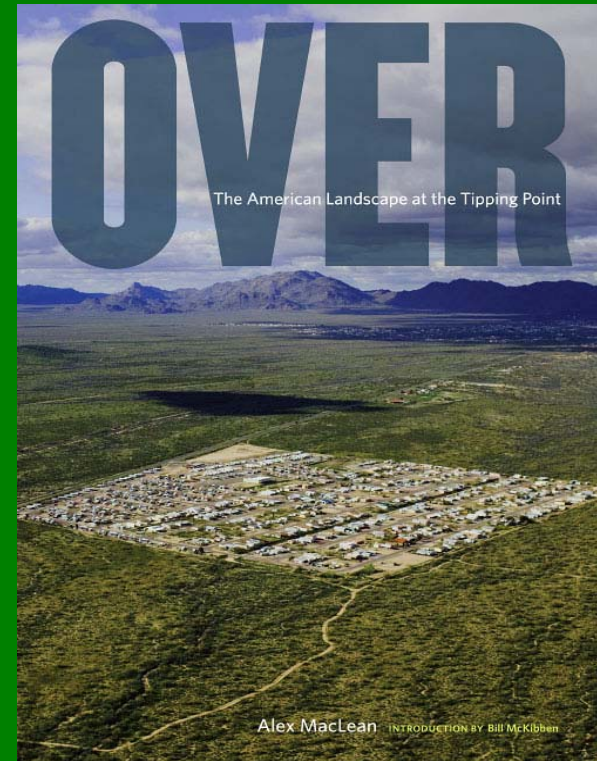
## The Greenest Book



# The Blind Men & the Elephant Reading List



2008



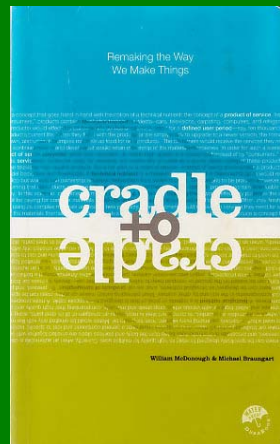
Scene from Above



# The Blind Men & the Elephant Reading List

....The commercial members' belief that commerce is inherently required to perpetuate itself, that it must seek growth in order to fuel its continued existence, brought them to loggerheads with the environmentalists, to whom commercial growth meant more sprawl, more loss of ancient forests, wild places, and species, and more pollution, toxification, and global warming.

## The Greenest Book

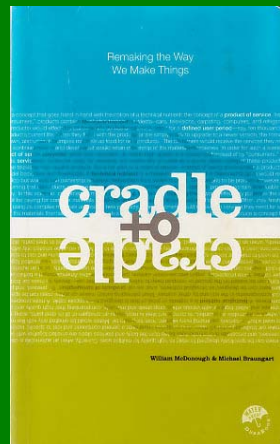




# The Blind Men & the Elephant Reading List

Their desire for a no-growth scenario naturally frustrated the commercial players, for whom “no growth” could have only negative consequences. The perceived conflict between nature and industry made it look as if the values of one system must be sacrificed to the other.

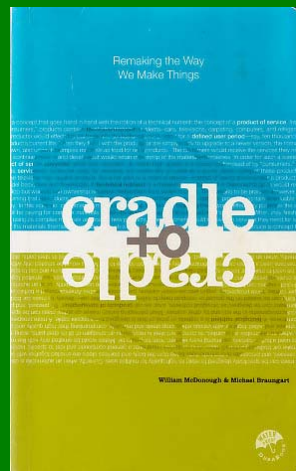
## The Greenest Book



# The Blind Men & the Elephant Reading List

But unquestionably there are things we all want to grow, and things we don't want to grow. We wish to grow education and not ignorance, health and not sickness, prosperity and not destitution, clean water and not poisoned water. We wish to improve the quality of life.

## The Greenest Book

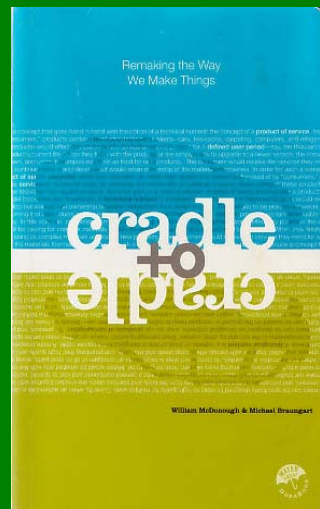


# The Blind Men & the Elephant Reading List

If there are three times as many cars in twenty years as there are today on the planet, of course, it won't matter very much if they are highly efficient ultralight cars made from advanced carbon fibers and get a hundred miles to a gallon, or are even nutrivehicles. The planet will be crawling with cars, and we will need other options. A more far-ranging assignment? “Design transportation.”

Top Twelve List

2002

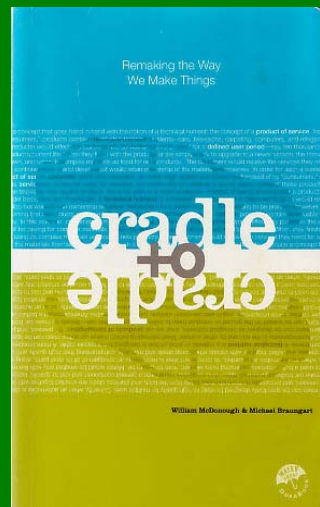


# The Blind Men & the Elephant Reading List

Sound fanciful? Of course, but remember, the car itself was a fanciful notion in a world of horse and carriage.

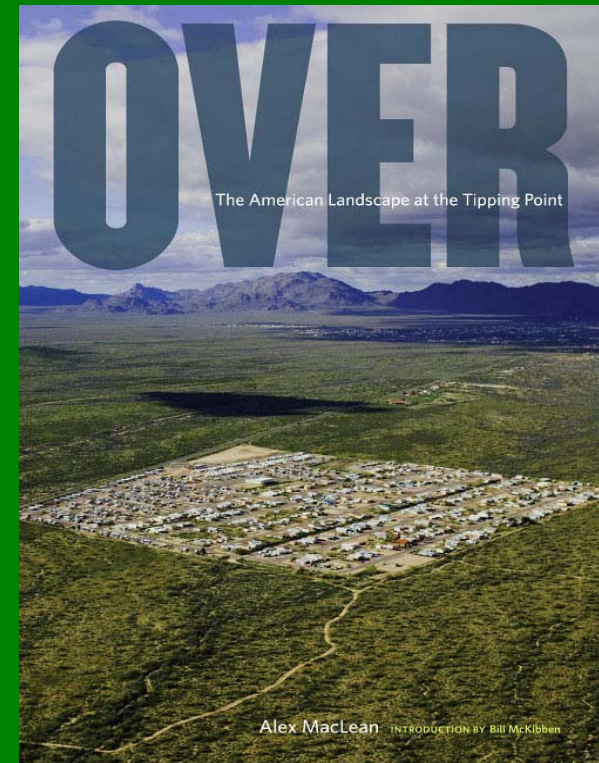
Top Twelve List

2002





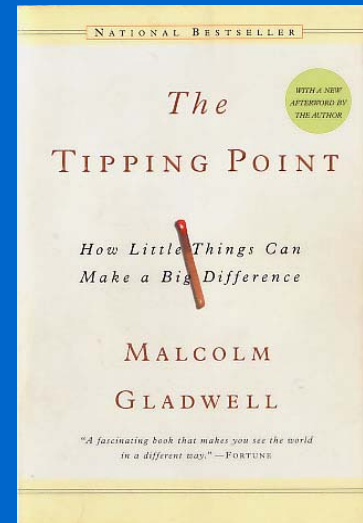
# The Blind Men & the Elephant Reading List



## Top Twelve List

# The Blind Men & the Elephant Reading List

The Tipping Point is the moment of critical mass, the threshold, the boiling point. There was a Tipping Point for violent crime in New York in the early 1990's, and a Tipping Point for the reemergence of Hush Puppies, just as there is a Tipping Point for the introduction of any new technology.



Still On the List

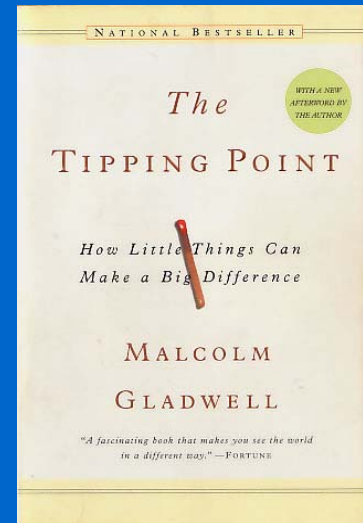
2000

# The Blind Men & the Elephant Reading List

First of all, they are clear examples of contagious behavior.....

The second distinguishing characteristic of these two examples is that in both cases little changes had big effects...

Finally, both changes happened in a hurry.

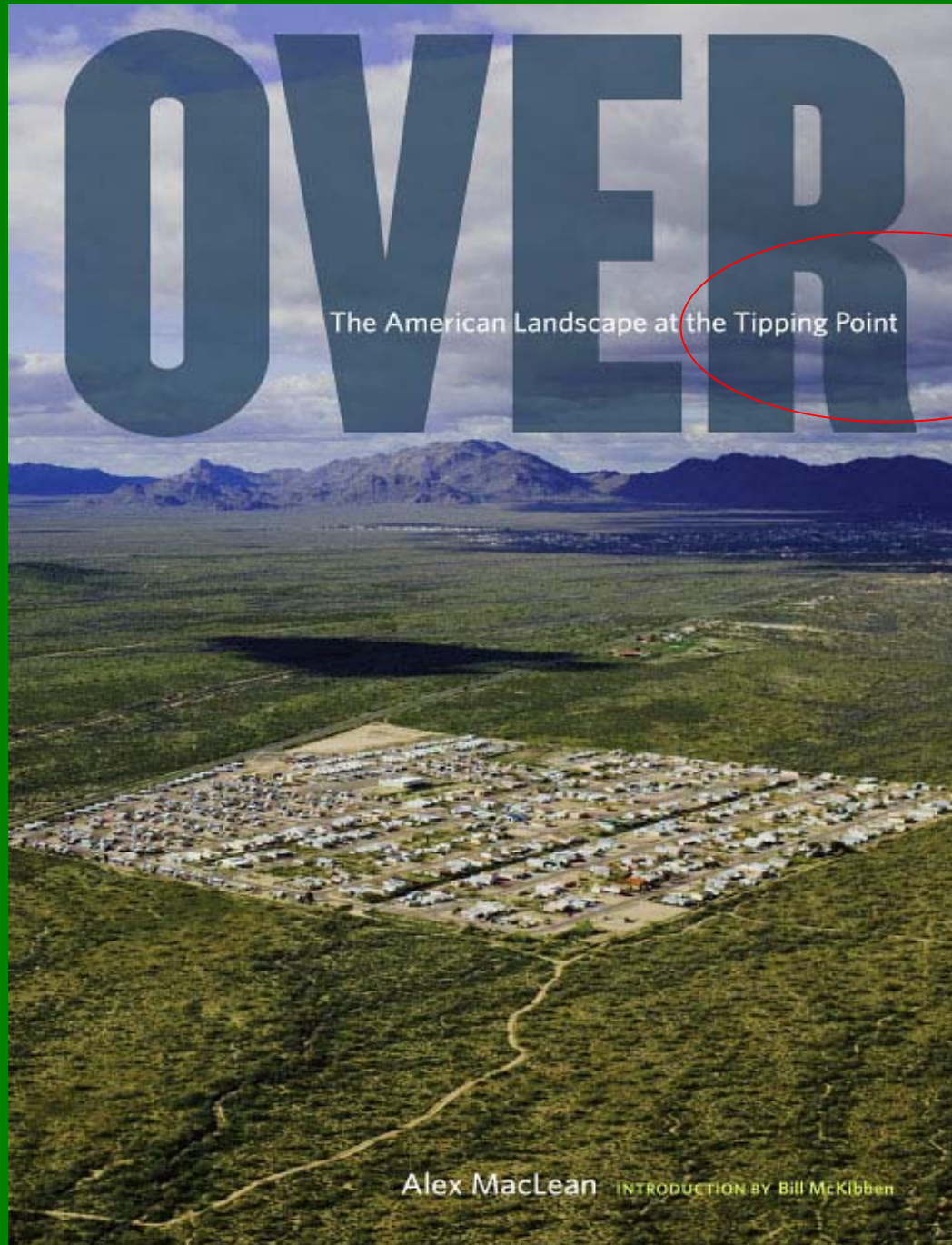


Still On the List

2000



# The Blind Men & the Elephant Reading List

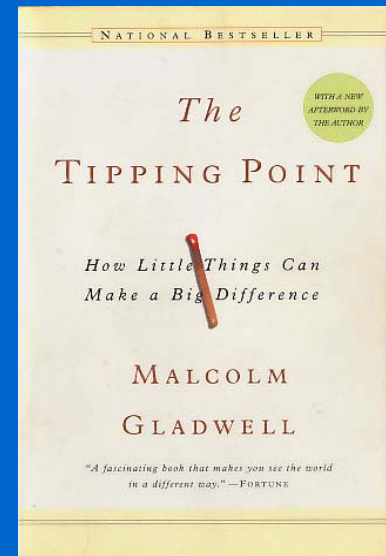


2008



# The Blind Men & the Elephant Reading List

The Law of the Few says that there are exceptional people out there who are capable of starting epidemics. All you have to do is find them. The lesson of stickiness is the same. There is a simple way to package information that, under the right circumstances, can make it irresistible. All you have to do is find it.



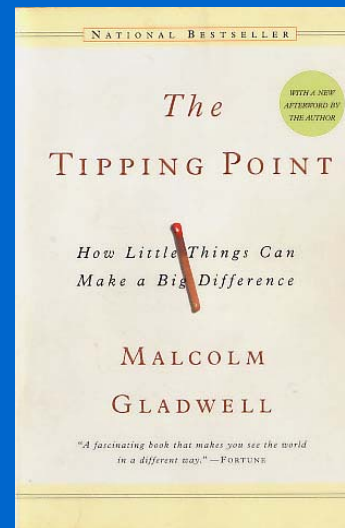
Still On the List

2000

# The Blind Men & the Elephant Reading List

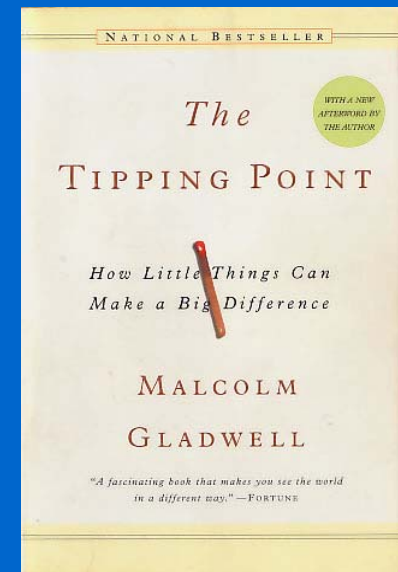
Criminals do not, in other words, sound like the kind of people who could be swept up by the infectious winds of an epidemic. Yet somehow, in NYC, this is exactly what occurred. In the years between the beginning and the middle of the 1990's, NYC did not get a population transplant. Nobody went out into the streets and successfully taught every would-be delinquent the distinction between right and wrong.

## Still On the List



# The Blind Men & the Elephant Reading List

There were just as many psychologically damaged people living in the city at the peak of the crime wave as in the trough. But for some reason tens of thousands of those people suddenly stopped committing crimes.



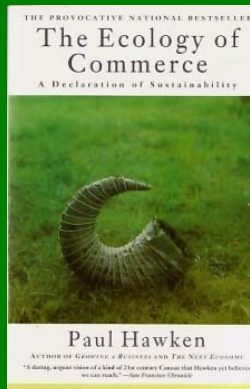
## Still On the List

# The Blind Men & the Elephant Reading List

Corporations are portrayed in the media as models of efficiency producing a stream of goods and services. But evidence suggests that the behavior of many individuals in the modern corporation is remarkably similar to that of addicts.....

Still On the List

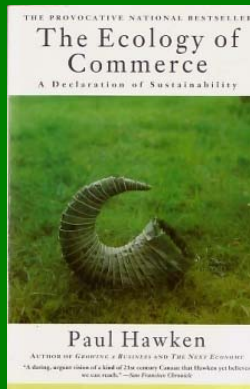
1993





# The Blind Men & the Elephant Reading List

Anything we do that prevents us from knowing ourselves or fully experiencing the world around us can be called an addiction. Work, television, food, money, sex, sports, and other activities are all addictive when we rely on them to avoid feeling. For every addict there is a fix, an experience that we repeat over and over again, giving us the illusion that we are alive while in fact numbing us to self and the world around us.



## Still On the List

# The Blind Men & the Elephant Reading List

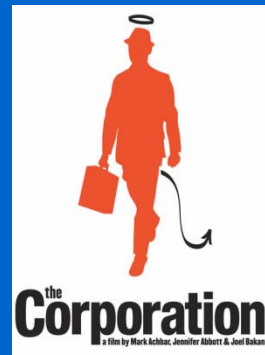
## PERSONALITY DIAGNOSTIC CHECKLIST WORLD HEALTH ORGANIZATION ICD-10 MANUAL OF MENTAL DISORDERS DSM-IV

---

- ☒ Callous unconcern for the feelings of others
- ☒ Incapacity to maintain enduring relationships
- ☒ Reckless disregard for the safety of others
- ☒ Deceitfulness: repeated lying and conning others for profit
- ☒ Incapacity to experience guilt
- ☒ Failure to conform to social norms with respect to lawful behaviours

Corporate Culture

2005



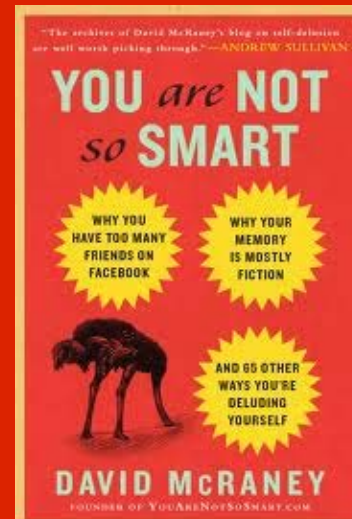
# The Blind Men & the Elephant Reading List

THE MISCONCEPTION: *Both consumerism and capitalism are sustained by corporations and advertising.*

THE TRUTH: *Both consumerism and capitalism are driven by competition among consumers for status.*

.....Selling Out.....

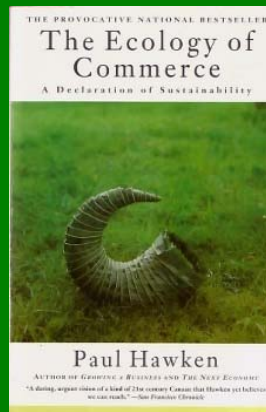
## Corporate Culture?



# The Blind Men & the Elephant Reading List

This book proposes three approaches, all guided by the example of nature. The first is to entirely eliminate waste from our industrial production.....Instead of organizing systems that efficiently dispose of or recycle our waste, we need to design systems of production that have little or no waste to begin with.

## Waste Culture

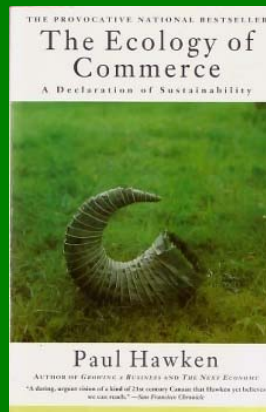




# The Blind Men & the Elephant Reading List

The second principle is to change from an economy based on carbon fuels from the past....to one based on current sunshine, including photovoltaics, solar thermal, wind, and waves. This is primarily achieved by reversing the historical incentives surrounding the production and consumption of energy, away from the cheapest combustion toward the most enduring production.....

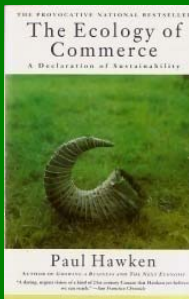
## Energy Culture



# The Blind Men & the Elephant Reading List

Third, we must create systems of accountability and response that support and strengthen restorative behavior, whether they are in resource utilities, green fees on polluting chemicals, or reliance on local production and distribution. Conversely, we have to look at how our present economic system consistently regards short-term exploitation while penalizing long-term restoration, and then eliminate the ill-placed incentives that allow small sectors of the population to benefit at the expense of the whole.....

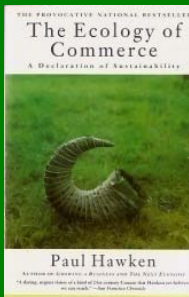
## Cultural Transparency



# The Blind Men & the Elephant Reading List

All three recommendations have a single purpose: to substantially reduce the impact that each of us has upon our environment.....We need to imagine a life where having less is more satisfying, more interesting, and more secure.

## Culture Change



# The Blind Men & the Elephant Reading List

Of all the landfills studied by the Garbage Project, Fresh Kills enjoyed the fastest rate of decomposition. Anthropology students digging in drier landfills have discovered forty-year-old hot dogs that look just like the ones currently sold in the Times Square subway station. Seventy-year-old newspapers can still be read. Cling Wrap still clings. Most landfills are more like mummifiers than composters, it turns out. Achieving a rich, moist brown humus in a sanitary landfill is nothing but a romantic fantasy.....



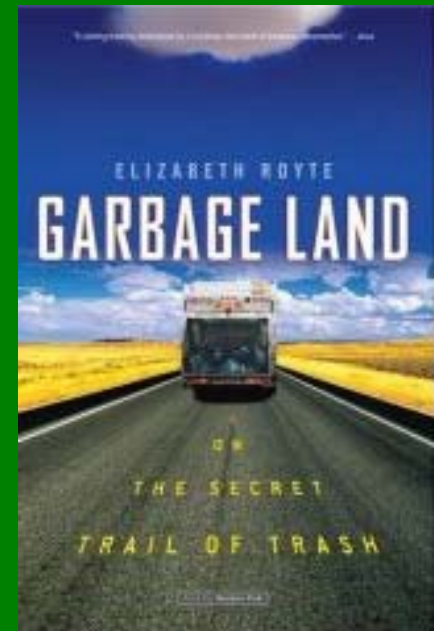
## Speaking of Waste

2005



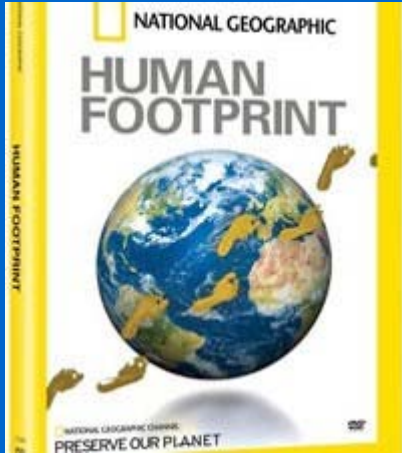
# The Blind Men & the Elephant Reading List

Aerobic biodegradation works best when organic material is chipped up, kept moist and warm, and exposed to oxygen with regular turning. ... fair game for digestion by bacteria, fungi, and insects, which use their enzymes to break the large organic compounds into fatty acids, water, and carbon dioxide. ....



## Speaking of Waste

# The Blind Men & the Elephant Reading List

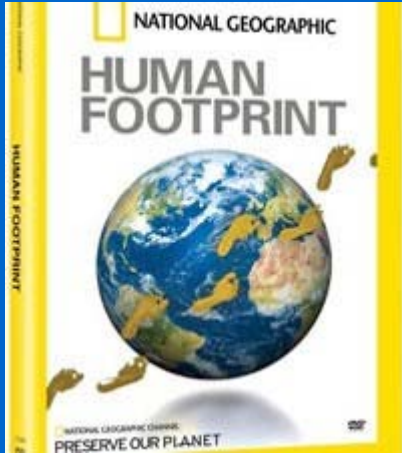


2008



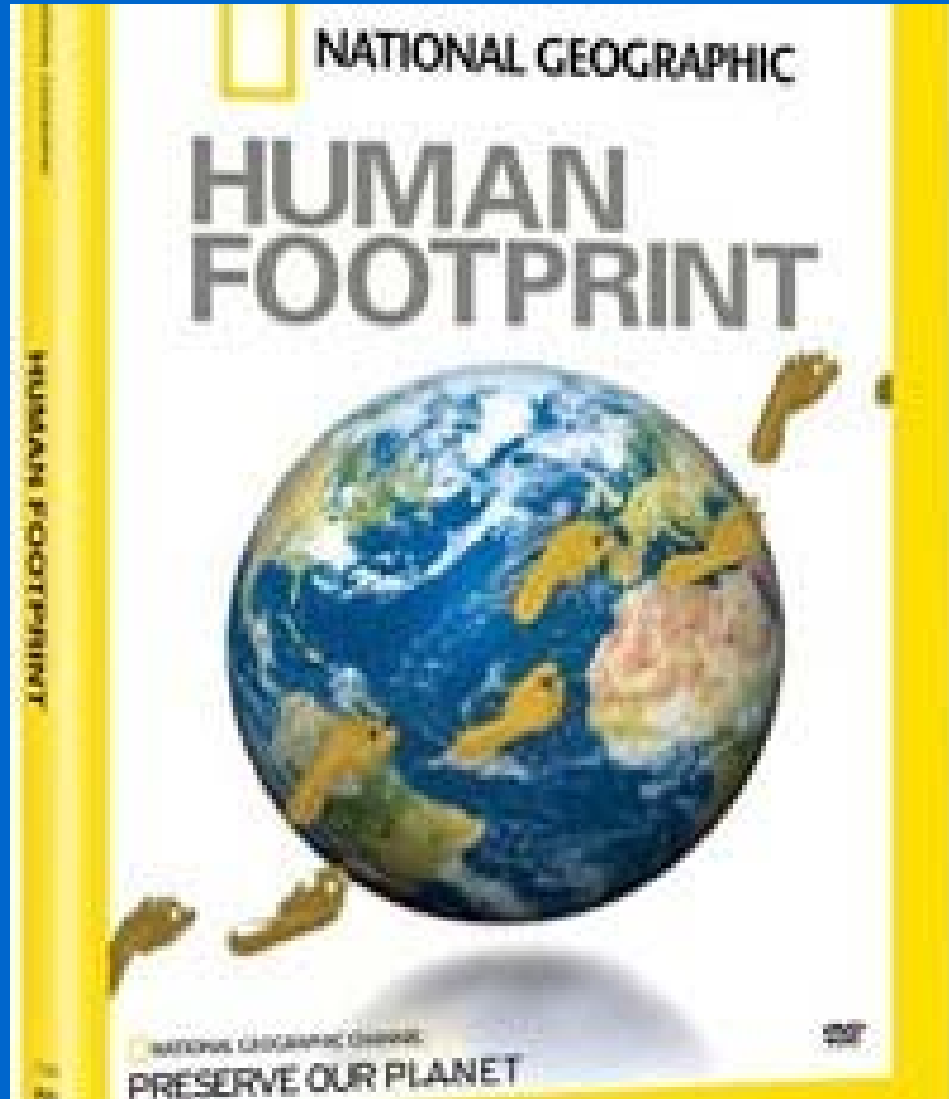
Media

# The Blind Men & the Elephant Reading List



Media

# The Blind Men & the Elephant Reading List

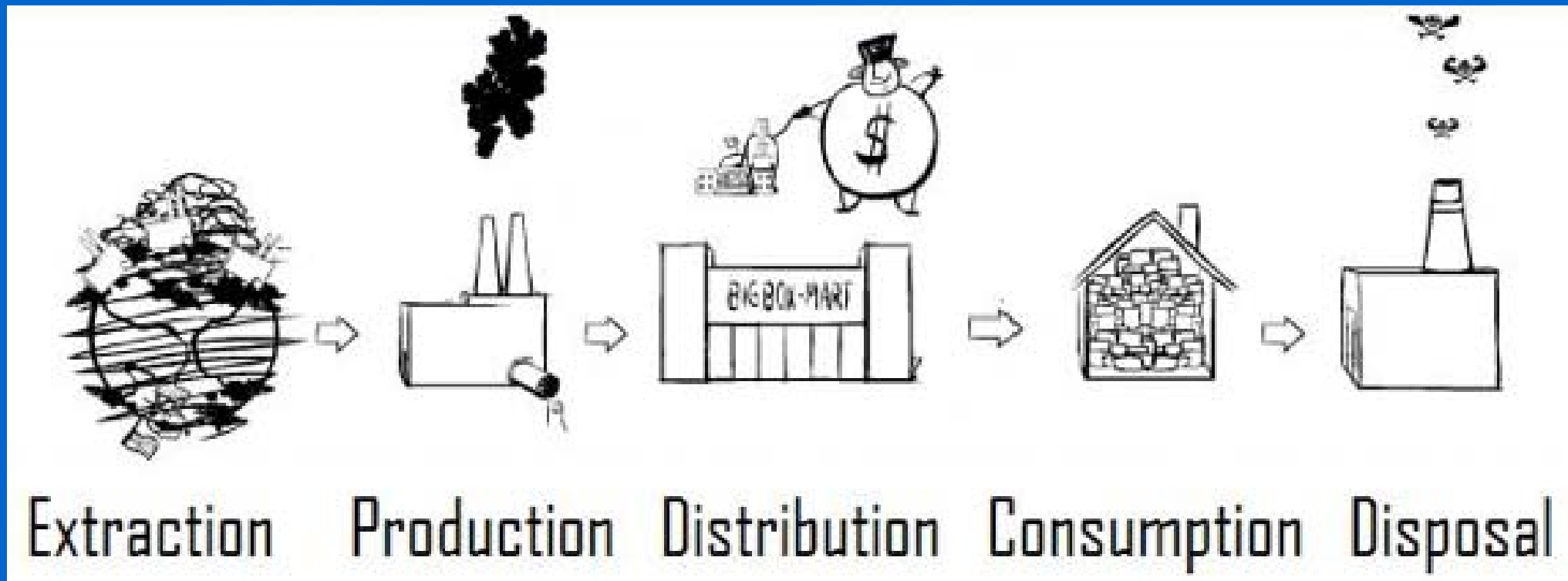


FREE  
streaming  
video from  
National  
Geographic  
website

Media



# The Blind Men & the Elephant Reading List

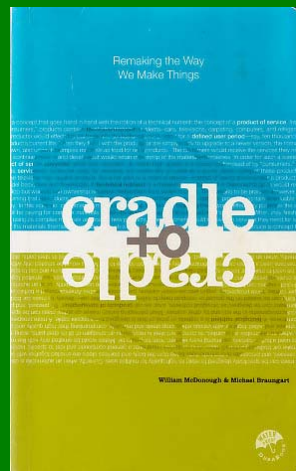


Media

# The Blind Men & the Elephant Reading List

...all of these things are heaped in a landfill, where their value is wasted. They are the ultimate products of an industrial system that is designed on a linear, one-way *cradle-to-grave* model.....You are probably familiar with the end of this process because you, the customer, are responsible for dealing with its detritus. Think about it: you may be referred to as a consumer, but there is very little that you actually consume – some food, some liquids.

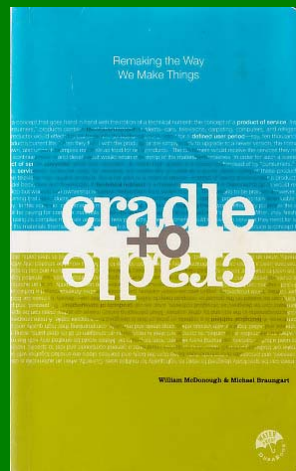
## The Greenest Book



# The Blind Men & the Elephant Reading List

Everything else is designed for you to throw away when you are finished with it. But where is “away”? Of course, “away” does not really exist. **“Away” has gone away.**

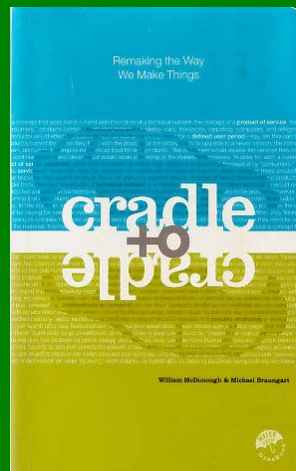
The Greenest Book



# The Blind Men & the Elephant Reading List

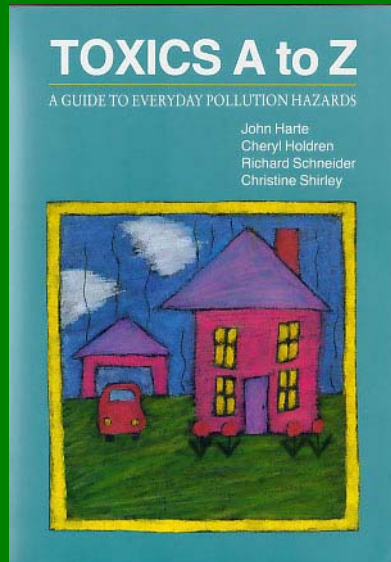
What about recycling? As we have noted, most recycling is actually downcycling; it reduces the quality of a material over time. When plastics other than those found in soda and water bottles are recycled, they are mixed with different plastics to produce a hybrid of lower quality, which is then molded into something amorphous and cheap, such as a park bench or a speed bump.

## The Greenest Book





# The Blind Men & the Elephant Reading List



1991

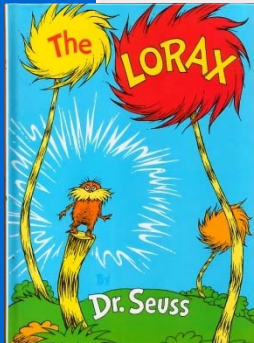
Vinyl chloride is widely distributed throughout the industrialized world. The highest outdoor concentrations are usually found near vinyl chloride manufacturing plants and near industrial sites that work with polyvinyl chloride plastics. Residents in the Houston, Texas, area are the most likely group to be exposed as a result of industrial activity because 40% of US production capacity is located in that area.

## Hazardous Waste

# The Blind Men & the Elephant Reading List



And at that very moment, we heard a loud whack!  
From outside in the fields came a sickening smack  
of an axe on a tree. Then we heard the tree fall.  
*The very last Truffula Tree of them all!*



1971

Culture of Waste

# The Blind Men & the Elephant Reading List

The role of government is to assume those functions that cannot be undertaken by citizens or private institutions. The true purpose of politics is to create and sustain the conditions for community life. Politics was not intended to be the province of money but the arena wherein individuals could collectively discuss and manage those elements of life that affected the whole of their town, city, or state.

## Still On the List



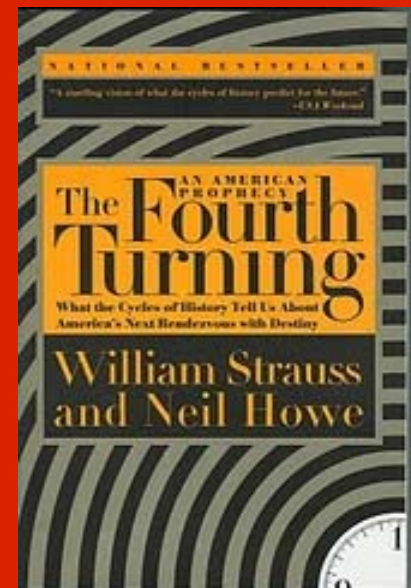


# The Blind Men & the Elephant Reading List

...at the core of modern history lies this remarkable pattern: Over the past five centuries, Anglo-American society has entered a new era – a new turning – every two decades or so. At the start of each turning, people change how they feel about themselves, the culture, the nation, and the future.

Top Twelve List

1997



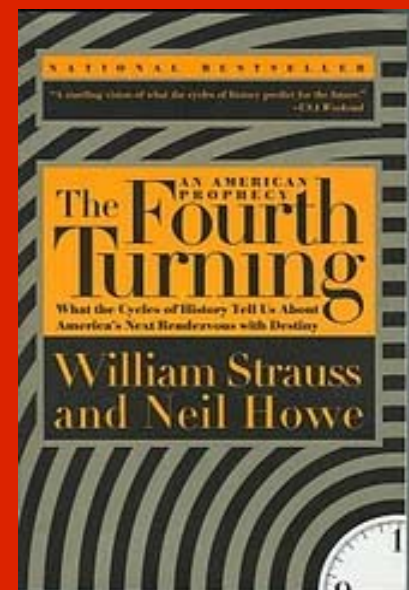


# The Blind Men & the Elephant Reading List

Turnings come in cycles of four. Each cycle spans the length of a long human life, roughly eighty to one hundred years, a unit of time the ancients called the saeculum. Together, the four turnings of the saeculum comprise history's seasonal rhythm of growth, maturation, entropy, and destruction:

Top Twelve List

1997

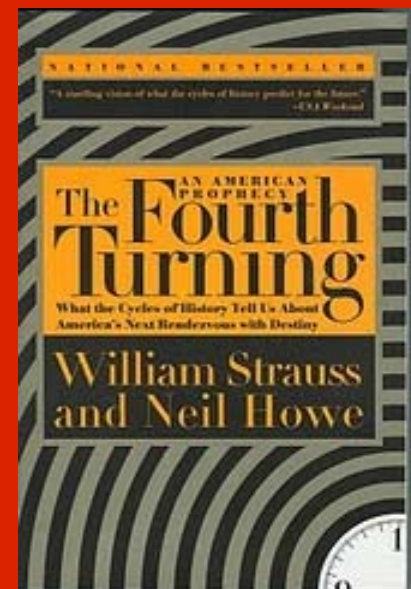


# The Blind Men & the Elephant Reading List

The First Turning is a High, an upbeat era of strengthening institutions and weakening individualism, when a new civic order implants and the old values regime decays.

Top Twelve List

1997

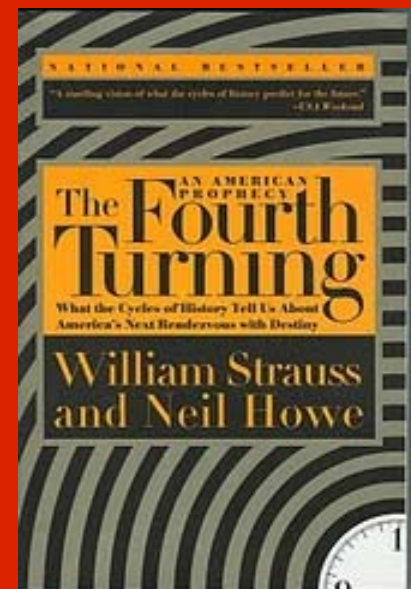


# The Blind Men & the Elephant Reading List

The Second Turning is an Awakening, a passionate era of spiritual upheaval, when the civic order comes under attack from a new values regime.

Top Twelve List

1997

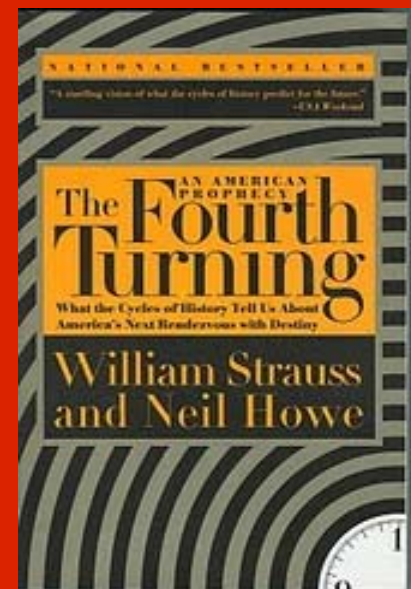


# The Blind Men & the Elephant Reading List

The Third Turning is an Unraveling, a downcast era of strengthening individualism and weakening institutions, when the old civic order decays and the new values regime implants.

Top Twelve List

1997



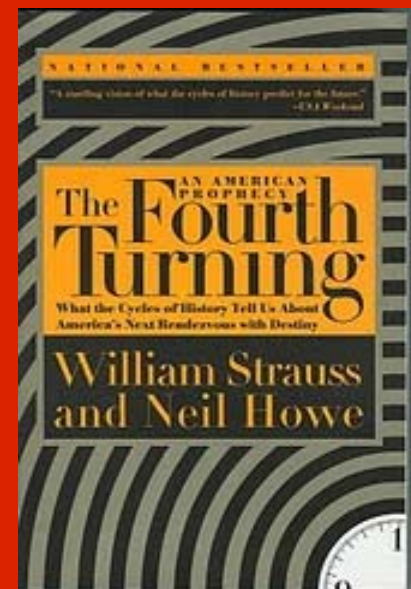


# The Blind Men & the Elephant Reading List

The Fourth Turning is a Crisis, a decisive era of secular upheaval, when the values regime propels the replacement of the old civic order with new.

Top Twelve List

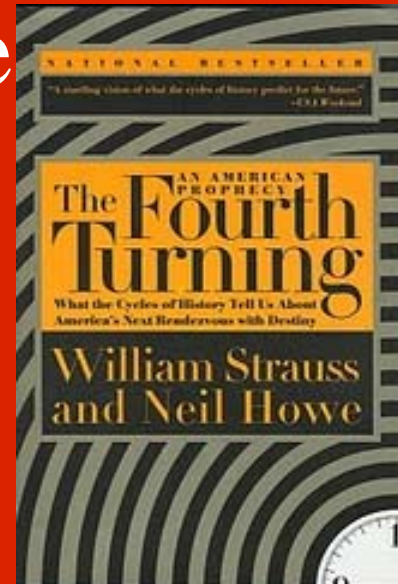
1997



# The Blind Men & the Elephant Reading List

These 4 archetypes are best identified by the turning of their births. A Prophet generation is born during a high (boomers), a Nomad generation is born during an awakening, a Hero generation is born during an unraveling, an Artist generation is born during a crisis. Each archetype is an expression of one of the enduring temperaments and lifecycle myths of mankind

## Top Twelve List



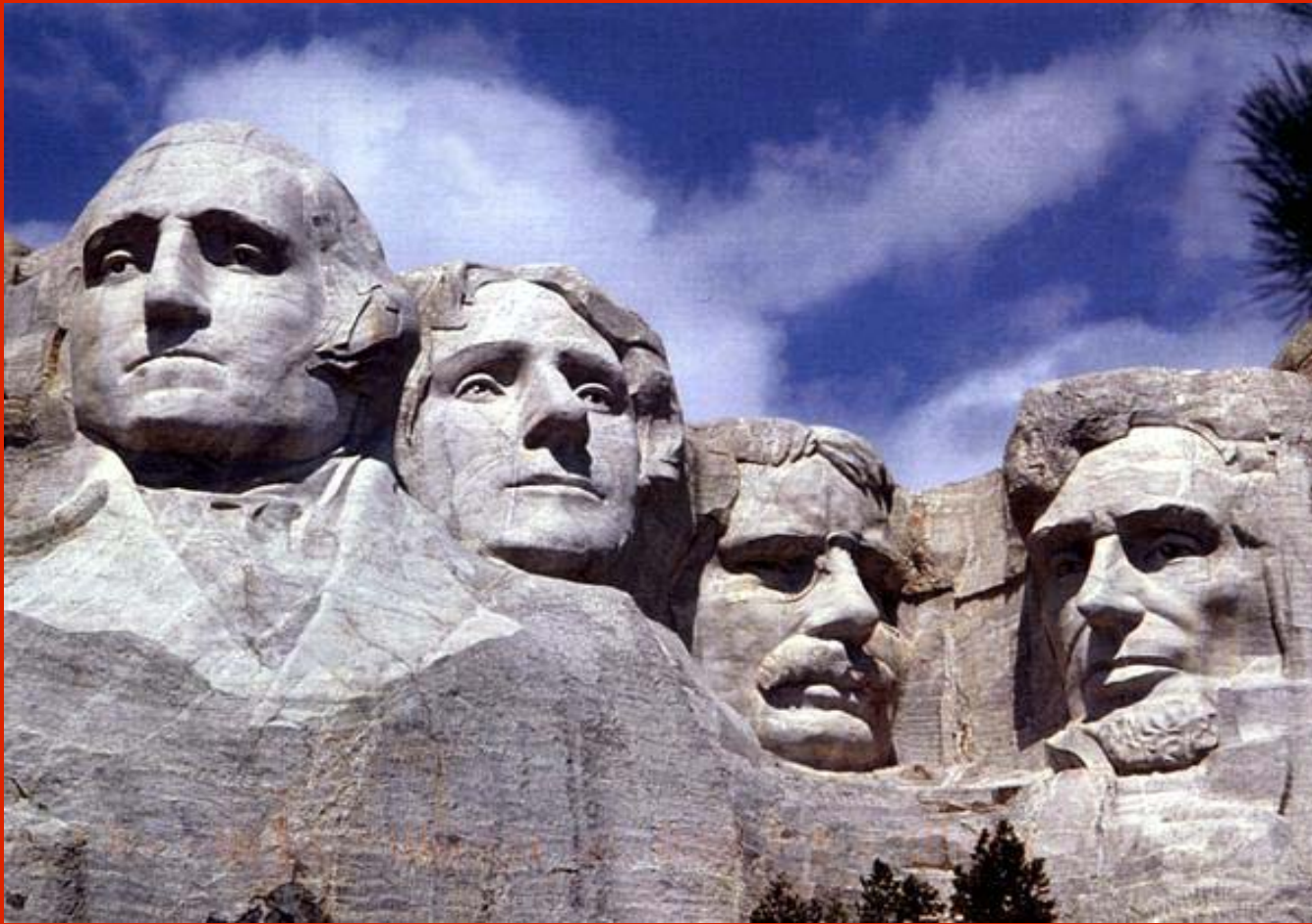
# The Blind Men & the Elephant Reading List

Nomad: Washington

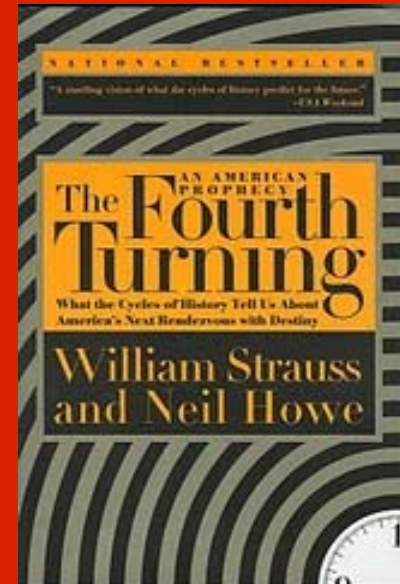
Hero: Jefferson

Artist: Roosevelt

Prophet: Lincoln



## Top Twelve List

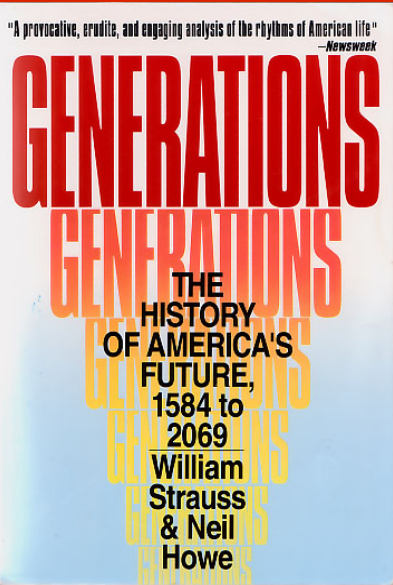




# The Blind Men & the Elephant Reading List

	<u>FIRST TURNING</u> (High)	<u>SECOND TURNING</u> (Awakening)	<u>THIRD TURNING</u> (Unraveling)	<u>FOURTH TURNING</u> (Crisis)
<b>GENERATION ENTERING:</b>				
Elderhood	<i>Nomad</i>	<i>Hero</i>	<i>Artist</i>	<i>Prophet</i>
Midlife	<i>Hero</i>	<i>Artist</i>	<i>Prophet</i>	<i>Nomad</i>
Young Adulthood	<i>Artist</i>	<i>Prophet</i>	<i>Nomad</i>	<i>Hero</i>
Childhood	<i>Prophet</i>	<i>Nomad</i>	<i>Hero</i>	<i>Artist</i>

REVOLUTIONARY SAECULUM				
	<u>Augustan Age of Empire</u>	<u>Great Awakening</u>	<u>French &amp; Indian Wars</u>	<u>American Revolution</u>
	(1704-1727)	(1727-1746)	(1746-1773)	(1773-1794)



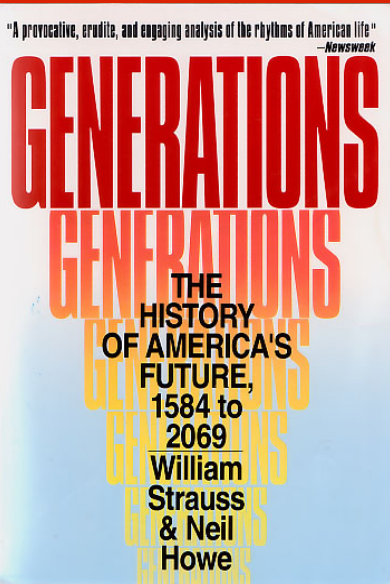
Again



# The Blind Men & the Elephant Reading List

	<u>FIRST TURNING (High)</u>	<u>SECOND TURNING (Awakening)</u>	<u>THIRD TURNING (Unraveling)</u>	<u>FOURTH TURNING (Crisis)</u>
<b>GENERATION ENTERING:</b>				
Elderhood	<i>Nomad</i>	<i>Hero</i>	<i>Artist</i>	<i>Prophet</i>
Midlife	<i>Hero</i>	<i>Artist</i>	<i>Prophet</i>	<i>Nomad</i>
Young Adulthood	<i>Artist</i>	<i>Prophet</i>	<i>Nomad</i>	<i>Hero</i>
Childhood	<i>Prophet</i>	<i>Nomad</i>	<i>Hero</i>	<i>Artist</i>

CIVIL WAR SAECULUM				
	<u>Era of Good Feelings</u>	<u>Transcendental Awakening</u>	<u>Mexican War &amp; Sectionalism</u>	<u>Civil War</u>
	(1794-1822)	(1822-1844)	(1844-1860)	(1860-1865)

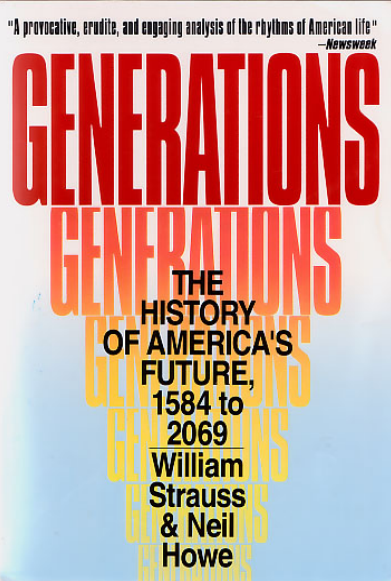


Again

# The Blind Men & the Elephant Reading List

	<u>FIRST TURNING (High)</u>	<u>SECOND TURNING (Awakening)</u>	<u>THIRD TURNING (Unraveling)</u>	<u>FOURTH TURNING (Crisis)</u>
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Elderhood	<i>Nomad</i>	<i>Hero</i>	<i>Artist</i>	<i>Prophet</i>
Midlife	<i>Hero</i>	<i>Artist</i>	<i>Prophet</i>	<i>Nomad</i>
Young Adulthood	<i>Artist</i>	<i>Prophet</i>	<i>Nomad</i>	<i>Hero</i>
Childhood	<i>Prophet</i>	<i>Nomad</i>	<i>Hero</i>	<i>Artist</i>

GREAT POWER SAECULUM				
	<u>Reconstruction &amp; Gilded Age</u>	<u>Third Great Awakening</u>	<u>World War I &amp; Prohibition</u>	<u>Great Depression &amp; World War II</u>
	(1865-1886)	(1886-1908)	(1908-1929)	(1929-1946)



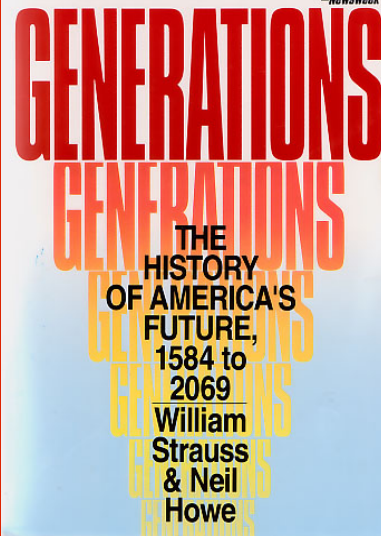
Again

# The Blind Men & the Elephant Reading List

	<u>FIRST TURNING</u> (High)	<u>SECOND TURNING</u> (Awakening)	<u>THIRD TURNING</u> (Unraveling)	<u>FOURTH TURNING</u> (Crisis)
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Elderhood	<i>Nomad</i>	<i>Hero</i>	<i>Artist</i>	<i>Prophet</i>
Midlife	<i>Hero</i>	<i>Artist</i>	<i>Prophet</i>	<i>Nomad</i>
Young Adulthood	<i>Artist</i>	<i>Prophet</i>	<i>Nomad</i>	<i>Hero</i>
Childhood	<i>Prophet</i>	<i>Nomad</i>	<i>Hero</i>	<i>Artist</i>

MILLENNIAL SAECULUM				
	<u>American High</u>	<u>Consciousness Revolution</u>	<u>Culture Wars</u>	<u>Millennial Crisis?</u>
	(1946-1964)	(1964-1984)	(1984-2005?)	(2005?-2026?)

"A provocative, erudite, and engaging analysis of the rhythms of American life"  
—*Newsweek*



Again

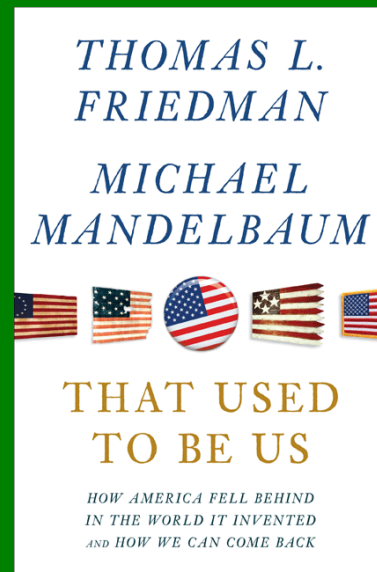


# The Blind Men & the Elephant Reading List



We can do it:  
Friedman & Mandelbaum

Yang



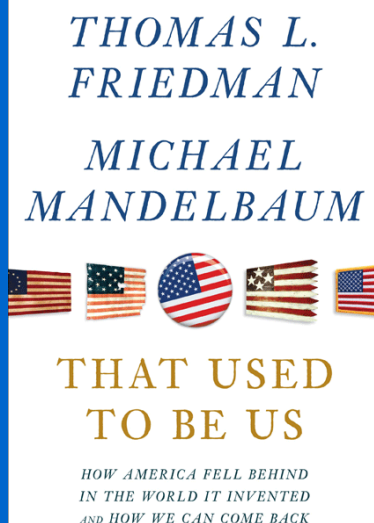


# The Blind Men & the Elephant Reading List

[America] has a remarkable track record. It has thrived at every **turning** point in its history – with every change in technology and social norms. America built the world's most vibrant economy and democracy precisely because, in every historical turn since its founding, it has applied its own particular formula for prosperity:

2011

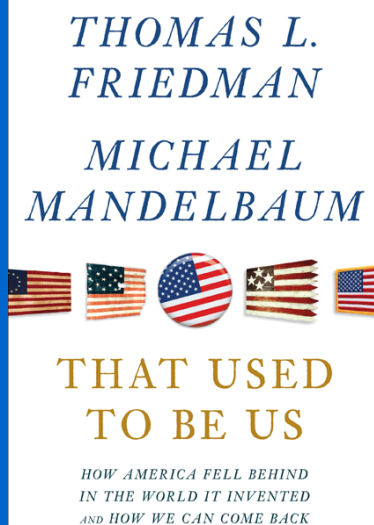
Yang



# The Blind Men & the Elephant Reading List

- 1) providing public education for more and more Americans
- 2) building and continual modernizing of our infrastructure
- 3) keeping America's doors to immigration open....
- 4) government support for basic research and development
- 5) implementation of necessary regulations on private economic activity

Yang



# The Blind Men & the Elephant Reading List



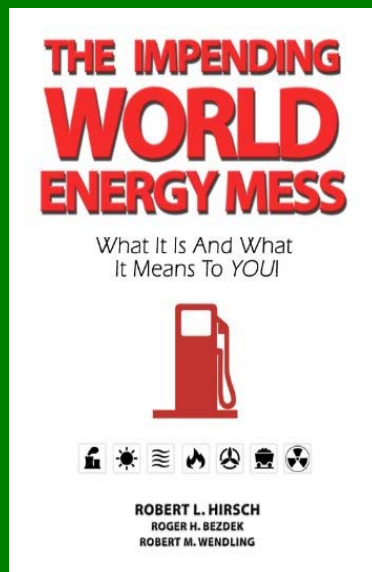
Reality Check from the Experts:

Robert L. Hirsch

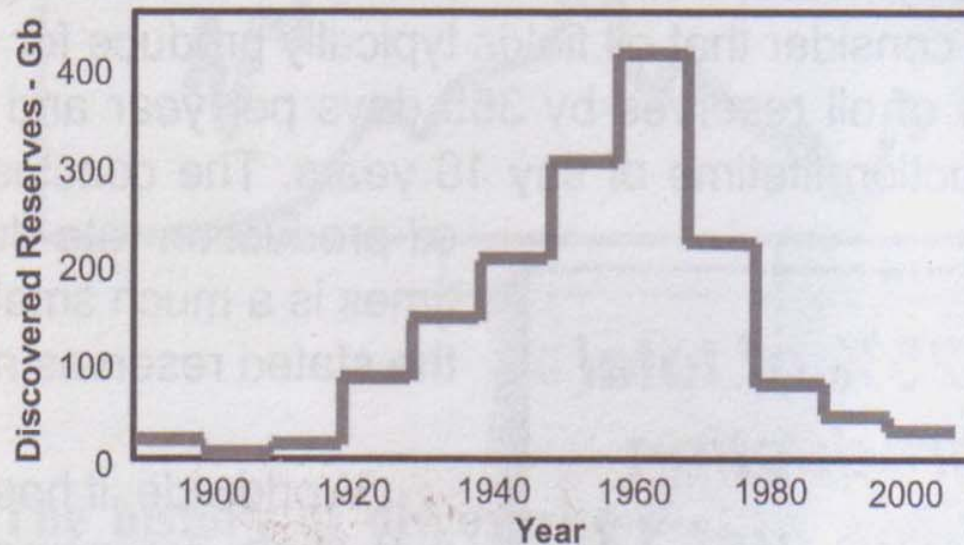
Roger H. Bezdek

Robert M. Wendling

Yin



# The Blind Men & the Elephant Reading List



**Figure VI-4. Discovery trends for giant oil fields worldwide. Each step represents discoveries for the decade indicated. The peak discovery rate is seen to clearly have occurred in the 1960s.**

2010

World Oil Discoveries: Historical Data

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It Means To YOU!



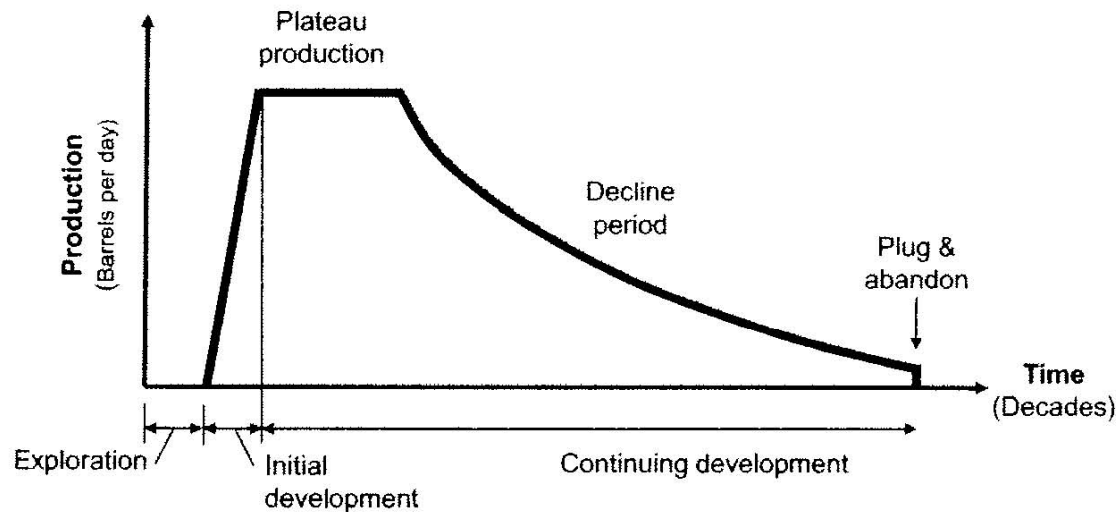
ROBERT L. HIRSCH  
ROGER H. BEZDEK  
ROBERT M. WENDLING



# The Blind Men & the Elephant Reading List

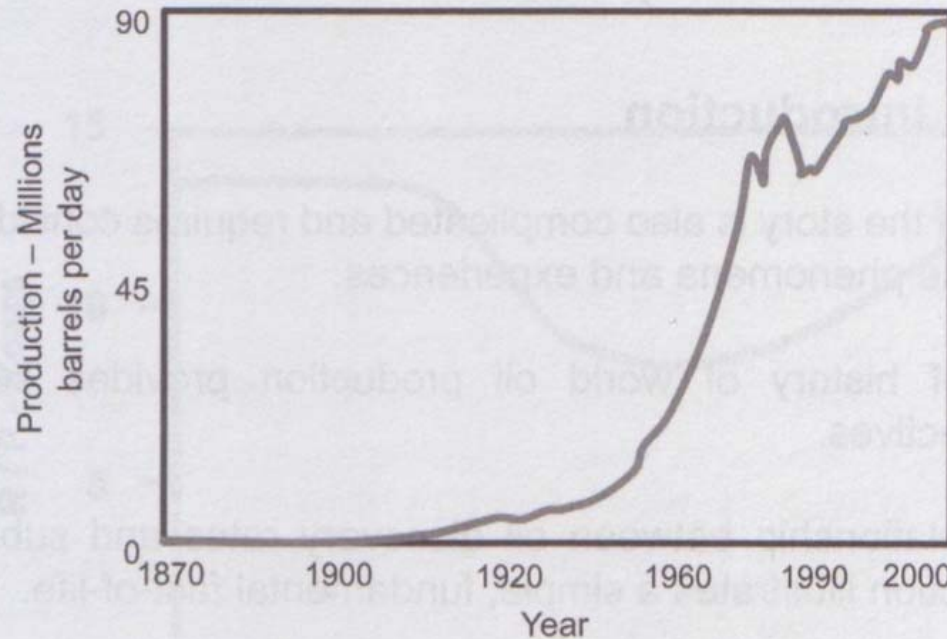
## UNDERSTANDING OIL FIELDS

27



**Figure IV-1. Oil production profile of a typical, large oil field. After years of exploration and the drilling of successful appraisal wells, large-scale development begins. Oil production increases to a maximum and may stay flat on a production plateau for a number of years, sometimes a decade or more. Then, despite all human efforts, production decline sets in and can continue for many more decades.**

# The Blind Men & the Elephant Reading List



**Figure VI-1. World oil production from 1870 to 2009. Measured on the scale of today's production, it's clear that the trend broke upward in the early 1900s and continued unabated, except for the downturn in the mid-1980s when excess supply collided with mitigation resulting from actions taken in the 1970s. Thereafter, the demand increase resumed, generally following increasing world GDP.**

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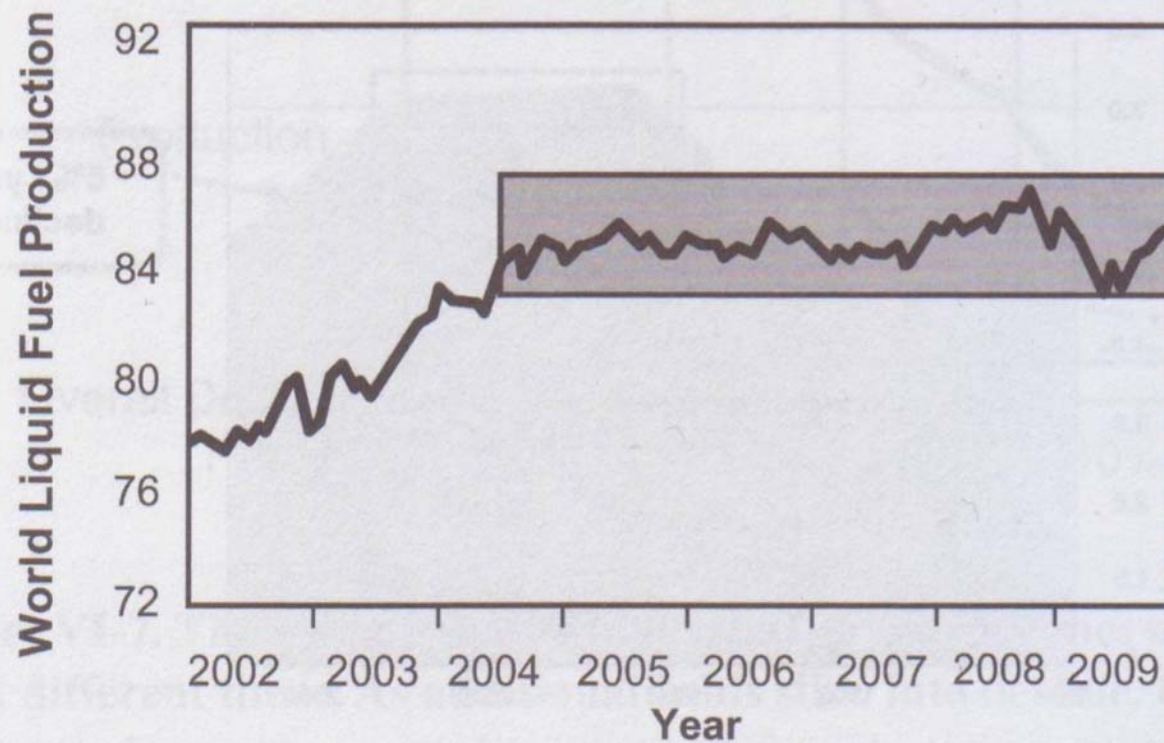


Figure VI-5. World oil production from 2002 - early 2010. World production of all liquids stopped growing in 2004 & has been in a 5% fluctuating band plateau since then.

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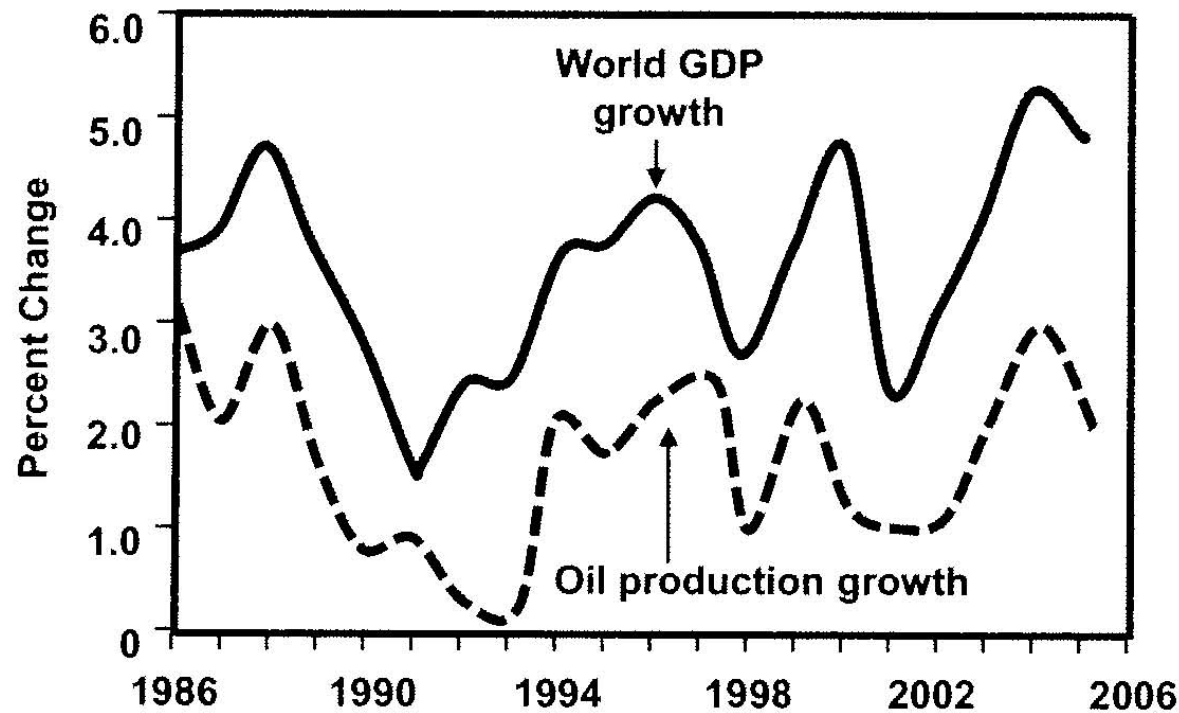


Figure VI-8. Growth in world GDP and world oil production. Over the 20-year period the growth ratio was roughly 2:1, indicating a long history of GDP growth matching oil production growth.



# The Blind Men & the Elephant Reading List

World production: 85 Million  
Barrels per day

US light car consumption: 9 Million  
Barrels per day

Daily commute: 2.4 Million  
Barrels per day

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# The Blind Men & the Elephant Reading List

**Table XVI-1. Largest liquid fuels consuming countries, their recent production, and their recent import dependence. Million barrels day (MMbpd)**

Country	Consumption	Production	Imports
United States	19.4	6.7	11.3
China	8.0	3.8	3.6
Japan	4.8	-	5.0
India	2.9	0.8	2.5
Russia	2.8	9.9	Net Exporter
Germany	2.5	-	2.9
Brazil	2.4	1.9	0.4
Canada	2.3	3.2	Net Exporter
South Korea	2.3	-	3.0
Saudi Arabia	2.2	10.8	Net Exporter
Mexico	2.1	3.2	Net Exporter
France	1.9	-	2.4
United Kingdom	1.7	1.5	1.5
Italy	1.7	0.1	1.9

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# The Blind Men & the Elephant Reading List

While mass transportation is growing in some urban areas in the U.S., it only accounts for about 5% of trips to work. Private vehicle trips to work in a carpool account for roughly 11% of trips, while single-driver trips account for roughly *three quarters* of all trips.

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# The Blind Men & the Elephant Reading List

If carpooling were expanded, significant reductions in gasoline demand would result. Indirect benefits would accrue also, including **a decrease in traffic congestion, a decrease in vehicle emissions, and more money in people's pockets** for discretionary spending.

“Clearly, the most wasteful practice is the single-driver trip to and from work”

Yin

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**WORLD  
ENERGY MESS**

What It Is And What  
It Means To YOU!



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ROGER H. BEZDEK  
ROBERT M. WENDLING



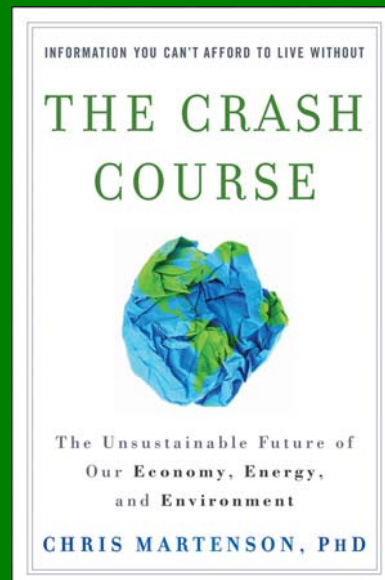
# The Blind Men & the Elephant Reading List

Research Excellence:  
Chris Martenson



Yin

YouTube – 20 Episodes

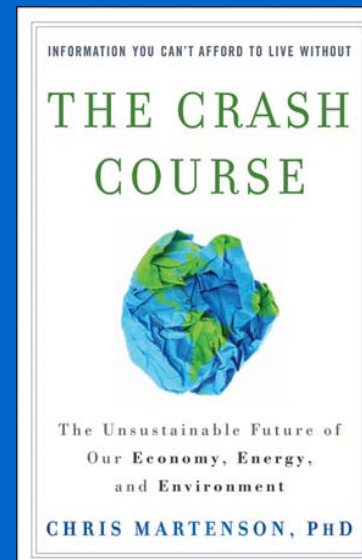


# The Blind Men & the Elephant Reading List

And how much “work” is embodied in a gallon of gasoline, our favorite substance of them all? Well, if you put a single gallon in a car, drove it away from your home until the gas ran out, and then got out and pushed the car home, you’d find out exactly how much work a gallon of gasoline can do.

2011

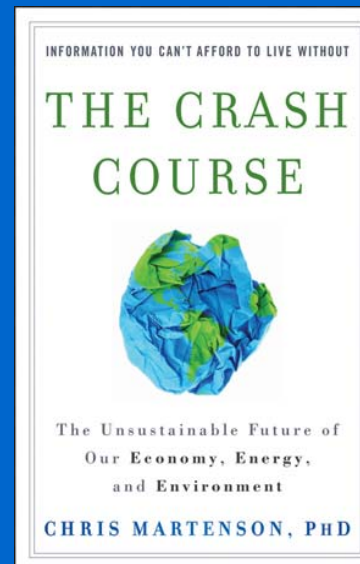
Yin



# The Blind Men & the Elephant Reading List

It turns out that a gallon of gas has the equivalent energy of somewhere between 350 and 500 hours of human labor. Given that a gallon of gas can perform that much human work, how much value would you assign it? How much would 350 to 500 hours of your hard physical labor be worth to you? \$4? \$10?

Yin

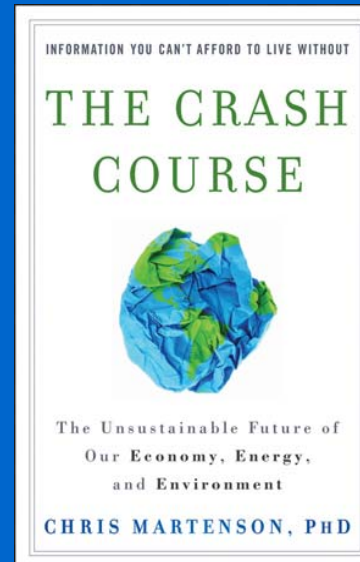


# The Blind Men & the Elephant Reading List

Our particular brand of economy is based on ever-increasing amounts of everything flowing through it. More money, more debt, more gasoline, more cars, more minerals, more profits, more buildings, more clothes, more, more, more of everything....

...What happens when an economy that *must* grow is being fueled by an energy source that *cannot* grow?

Yin

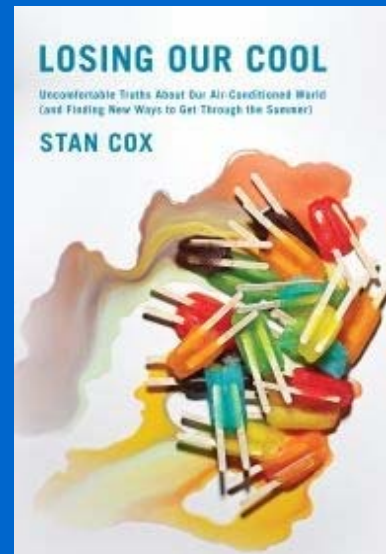




# The Blind Men & the Elephant Reading List

The lion's share of wattage going into a data center's computing equipment comes out again as waste heat, so the total wattage consumed by computing is included when calculating the load on AC systems. *Running and cooling a single six-foot-high rack of servers occupying seven square feet of floor space can consume as much power as would 30 typical California homes....*

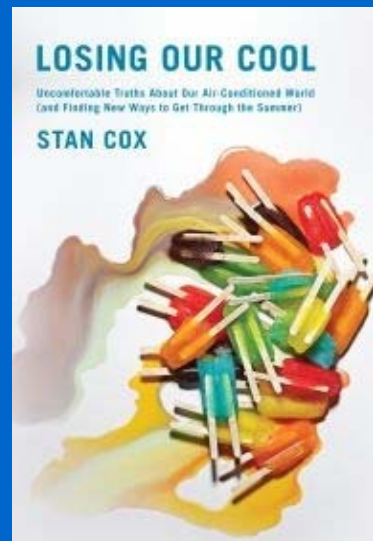
Who Would Have Thought?



The Blind Men & the Elephant Reading List

Efficiency, out of necessity, has been greatly improved, but it has only doubled, not tripled, every 2 years, thereby failing to keep up with energy consumption for running and cooling servers.... between 2000 and 2006 the amount of energy to process a given amount of information fell 88%, yet energy consumption for a given investment in data handling rose 300%. And the numbers and sizes of data centers have swelled.

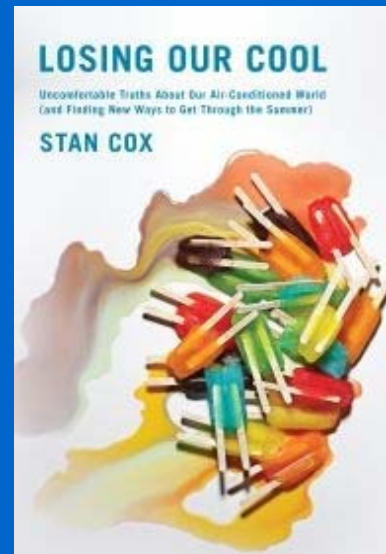
Top Ten List



# The Blind Men & the Elephant Reading List

Take the energy consumed by today's data centers, throw in the growth projected for the near future, along with the energy used by computers and peripheral equipment in homes and commercial buildings, and by 2011 the US computing network will require a quantity of energy annually equivalent to Mexico's total electricity consumption, or by 2014, Australia's.

## Who Would Have Thought?



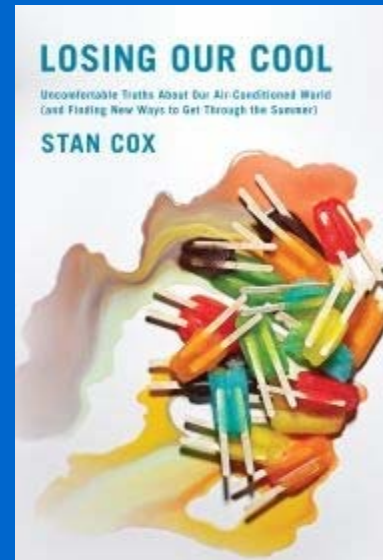
# The Blind Men & the Elephant Reading List

The EPA estimated that by 2011 peak load placed on the grid by servers and data centers alone would require the output of 25 normal-sized power plants.



2010

## Who Would Have Thought?





# The Blind Men & the Elephant Reading List



It's going right:  
Friedman & Mandelbaum

Yang



# The Blind Men & the Elephant Reading List

.....for the first time in history, our capabilities have begun to catch up to our ambitions. Humanity is not entering a period of radical transformation in which technology has the potential to significantly raise the basic standards of living for every man, woman, and child on the planet. Within a generation, we will be able to provide goods and services, once reserved for the wealthy few, to any and all who need them.

Yang

2012



# The Blind Men & the Elephant Reading List

There are 3 additional forces at work, each augmented by the power of exponentially growing technologies, each with significant, abundance-producing potential. A Do-It-Yourself (DIY) revolution has been brewing for the past fifty years, but lately it's begun to bubble over.....

2012



Yang

# The Blind Men & the Elephant Reading List

.....The second force is money – a lot of money being spent in a very particular way. The high-tech revolution created an entirely new breed of wealthy technophilanthropists who are using their fortunes to solve global, abundance-related challenges....

2012



Yang



# The Blind Men & the Elephant Reading List

....Lastly, there are the very poorest of the poor, the so-called bottom billion, who are finally plugging into the global economy and are poised to become what I call “the rising billion.”

2012



Yang

# The Blind Men & the Elephant Reading List

The amygdala is an almond-shaped sliver of the temporal lobe responsible for primal emotions like rage, hate, and fear. It's our early warning system, an organ always on high alert, whose job is to find anything in our environment that could threaten survival. Anxious under normal conditions, once stimulated, the amygdala becomes hypervigilant.....

2012



Yin

# The Blind Men & the Elephant Reading List

.....We have millions of news outlets competing for our mind share. And how do they compete? By vying for the amygdala's attention.....Bad news sells because the amygdala is always looking for something to fear.....For abundance, all this carries a triple penalty. First, it's hard to be optimistic, because the brain's filtering architecture is pessimistic by design.

2012



# The Blind Men & the Elephant Reading List

Second, good news is out, because it's in the media's best interest to overemphasize the bad. Third, scientist have recently discovered an even bigger cost: it's not just that these survival instincts make us believe that “the hole we're in is too deep to climb out of,” but they also limit our desire to climb out of that hole.

2012



Yin



# The Blind Men & the Elephant Reading List

A desire to better the world is predicated partially on empathy and compassion. The *good* news is that we now know that these prosocial behaviors are hardwired into the brain. The *bad* news is that these behaviors are wired into the slower-moving, recently evolved prefrontal cortex.

2012



## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

..Abundance is a global vision built on the backbone of exponential change, but our local and linear brains are blind to the opportunities it may present, and the speed at which it will arrive. Instead we fall prey to what's become known as the “hype cycle.” We have inflated expectations when a novel technology is introduced, followed by short-term disappointment when it doesn't live up to the hype.



2012

# The Blind Men & the Elephant Reading List

But this is the important part: we also consistently fail to recognize the post-hype, massively transformative nature of exponential technologies – meaning we literally have a blind spot for the technological possibilities underlying our vision of abundance.

2012



## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

..Recent research into the relationship between health and education found that better-educated people live longer and healthier lives. They have fewer heart attacks and are less likely to become obese and develop diabetes.

2012



## Who Would Have Thought?



# The Blind Men & the Elephant Reading List

We also know that there's a direct correlation between a well-educated population and a stable, free society: the more well-educated the population, the more durable its democracy. But these advances pale before what's possible if we start educating the women of tomorrow alongside the men.

2012



## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

Right now, of the 130 million children who are not in school, 2/3 of them are girls.

According to the United Nations Educational, Scientific, and Cultural Organization (UNESCO), providing these girls with an education is “the key to health and nutrition; to overall improvements in the standard of living; to better agricultural and environmental practices;

## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

to higher gross national product; and to greater involvement and gender balance in decision making at all levels of society.” In short, educating girls is the greatest poverty-reduction strategy around.

2012



## Who Would Have Thought?

# The Blind Men & the Elephant Reading List



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## TALKS

### Salman Khan: Let's use video to reinvent education

FILMED MAR 2011 • POSTED MAR 2011 • TED2011



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Salman Khan talks about how and why he created the remarkable Khan Academy, a carefully structured series of educational videos offering complete curricula in math and, now, other subjects. He shows the power of interactive exercises, and calls for teachers to consider flipping the traditional classroom script -- give students video lectures to watch at home, and do "homework" in the classroom with the teacher available to help.

In 2004, Salman Khan, a hedge fund analyst, began posting math tutorials on YouTube. Six years later, he has posted more than 2,000 tutorials, which are viewed nearly 100,000 times around the world each day. [Full bio »](#)

See how Goldman Sachs helped SanDisk impact the lives of millions.



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2012



# Who Would Have Thought?



# The Blind Men & the Elephant Reading List

There are 4 major motivators that drive innovation. The *first*, and weakest of the bunch, is curiosity; the desire to find out why, to open the black box, to see around the next bend....but it's nothing compared to *fear*, our next motivator. Extraordinary fear enables extraordinary risk-taking. JFK's Apollo program was executed at significant peril and tremendous expense in response to the early Soviet space successes.....

## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

The *desire to create wealth* is the next major motivator, best exemplified by the venture capital industry's backing of ten ideas, expecting nine to fail and hoping for one grand-slam winner. The *fourth* and final motivator is the desire for significance: the need for one's life to matter, the need to make a difference in the world.

2012

## Who Would Have Thought?



# The Blind Men & the Elephant Reading List

One tool that harnesses all 4 of these motivators is called the *incentive prize*. If you need to accelerate change in specific areas, especially when goals are clear and measurable, incentive competitions have a biological advantage. Humans are wired to compete.

2012



## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

Failure [Thomas Edison], or take the Newton, considered one of Apple's few fiascos. The world's first personal digital assistant (PDA) was ahead of its time, rushed to market, buggy, and seriously overpriced. The handwriting recognition software, its core feature, never worked quite right.

2012

## Who Would Have Thought?





# The Blind Men & the Elephant Reading List

Apple spent \$1.5 billion (in 2010 dollars) on development and recouped less than a quarter of that. Critics panned the project. But a decade after the device's cancellation, the concepts that drove the Newton were reconfigured into the epic success known as the iPhone – which sold 1.4 million units in its first ninety days and was Time magazine's 2007 Invention of the year.

## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

20 years ago, most well-off US citizens owned a camera, a video camera, a CD player, a stereo, a video game console, a cell phone, a watch, an alarm clock, a set of encyclopedias, a world atlas, a Thomas Guide, and a whole bunch of other assets that easily add up to more than \$10,000. All of which come standard on today's smart phone....

2012



## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

....Abundance is both a plan and a perspective. This second bit is key. One of the more important points made throughout this book is that our perspective shapes our reality. The best way to predict the future is to create it yourself.

2012



## Who Would Have Thought?

# The Blind Men & the Elephant Reading List

....Abundance is both a plan and a perspective. This second bit is key. One of the more important points made throughout this book is that our perspective shapes our reality. The best way to predict the future is to create it yourself.

2012



## Who Would Have Thought?



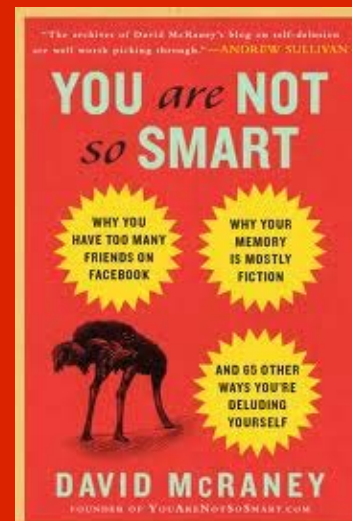
# The Blind Men & the Elephant Reading List

THE MISCONCEPTION: *Predictions about your future are subject to forces beyond your control.*

THE TRUTH: *Just believing a future event will happen can cause it to happen if the event depends on human behavior.*

.....Self Fulfilling Prophecy.....

## Top Twelve List



# The Blind Men & the Elephant Reading List

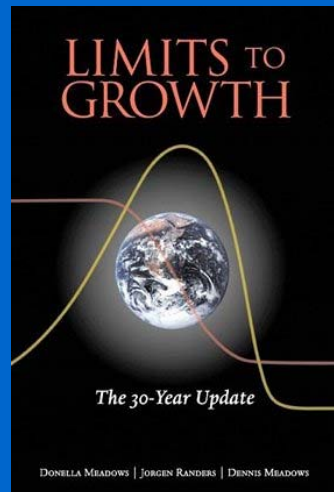
## Figure 4-11 Scenario 1: A Reference Point -

The world society proceeds in a traditional manner with out any major deviation....

Population and production increase until growth is halted by increasingly inaccessible nonrenewable resources. Ever more investment is required to maintain resource flows. Finally, lack of investment funds leads to declining output of both industrial goods and services.

Yin

2004



# The Blind Men & the Elephant Reading List

State of the World

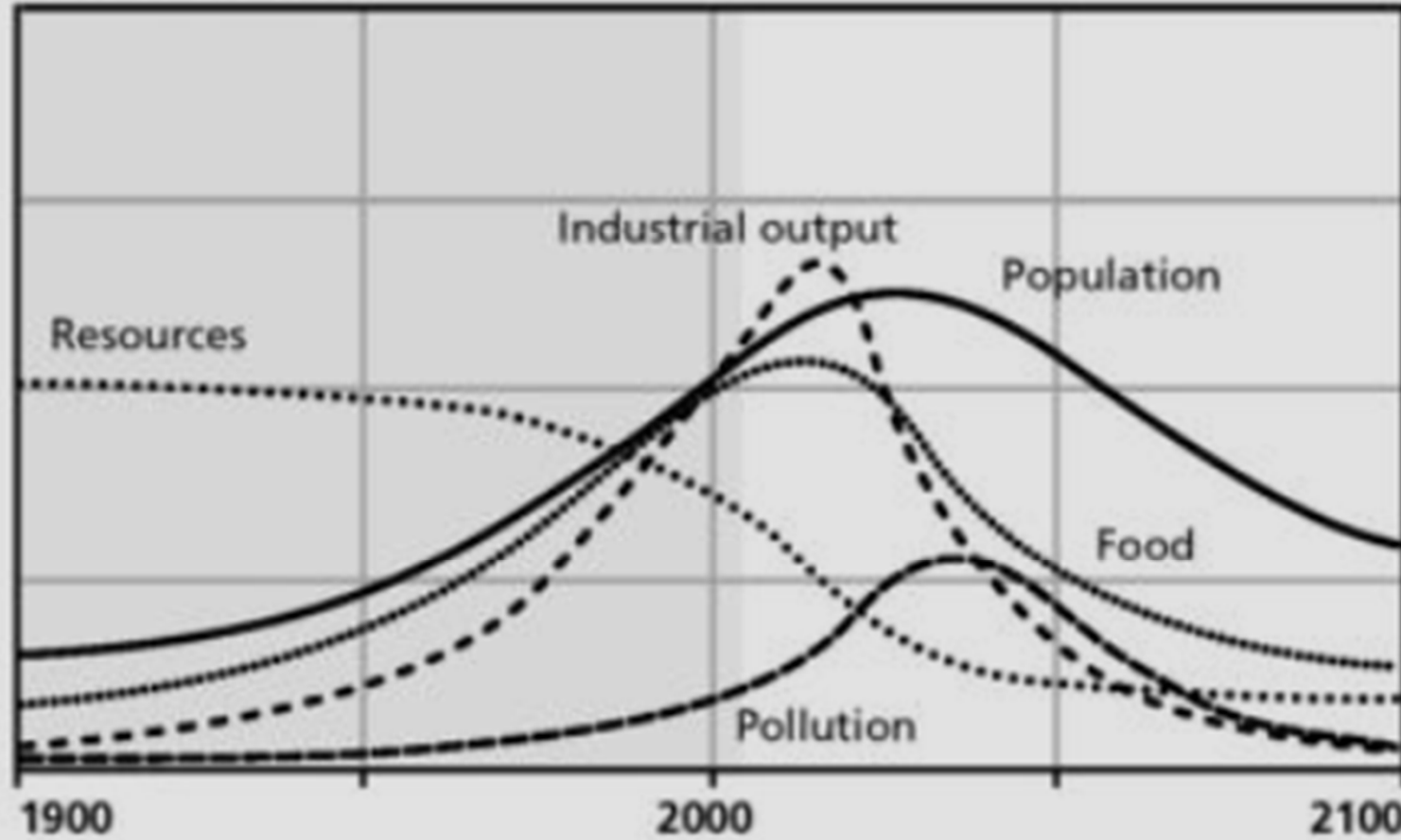
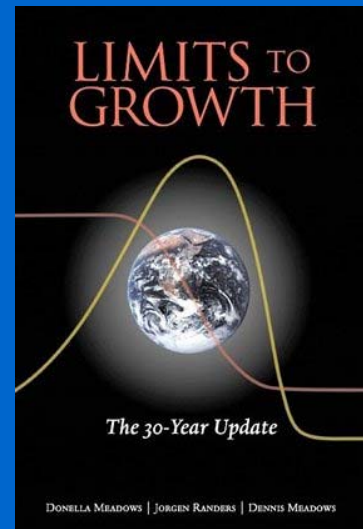


Figure 4-1

Yin

2004



# The Blind Men & the Elephant Reading List

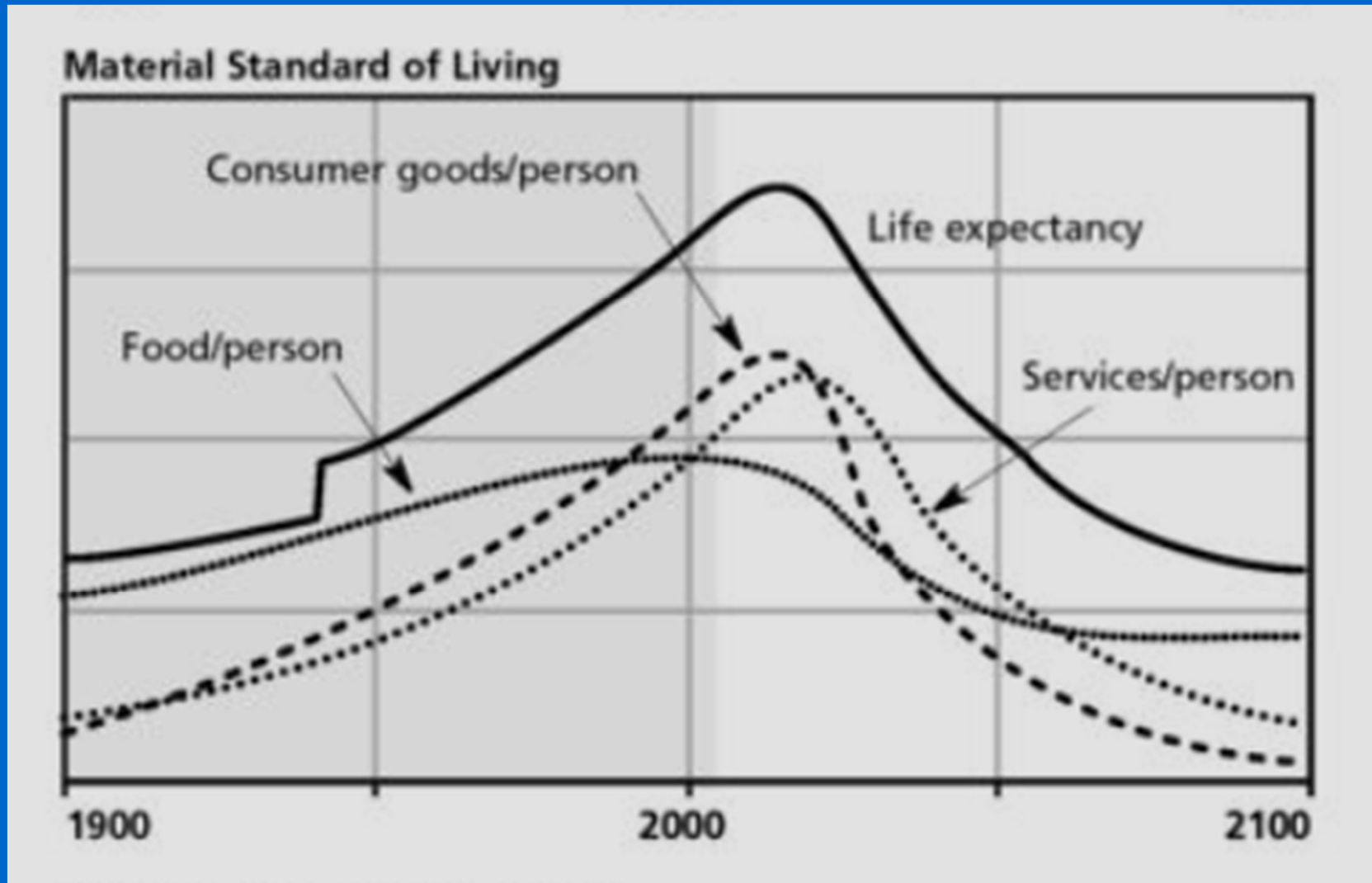
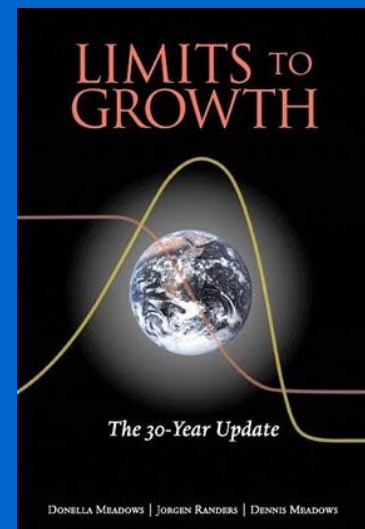


Figure 4-1

Yin

2004





# The Blind Men & the Elephant Reading List

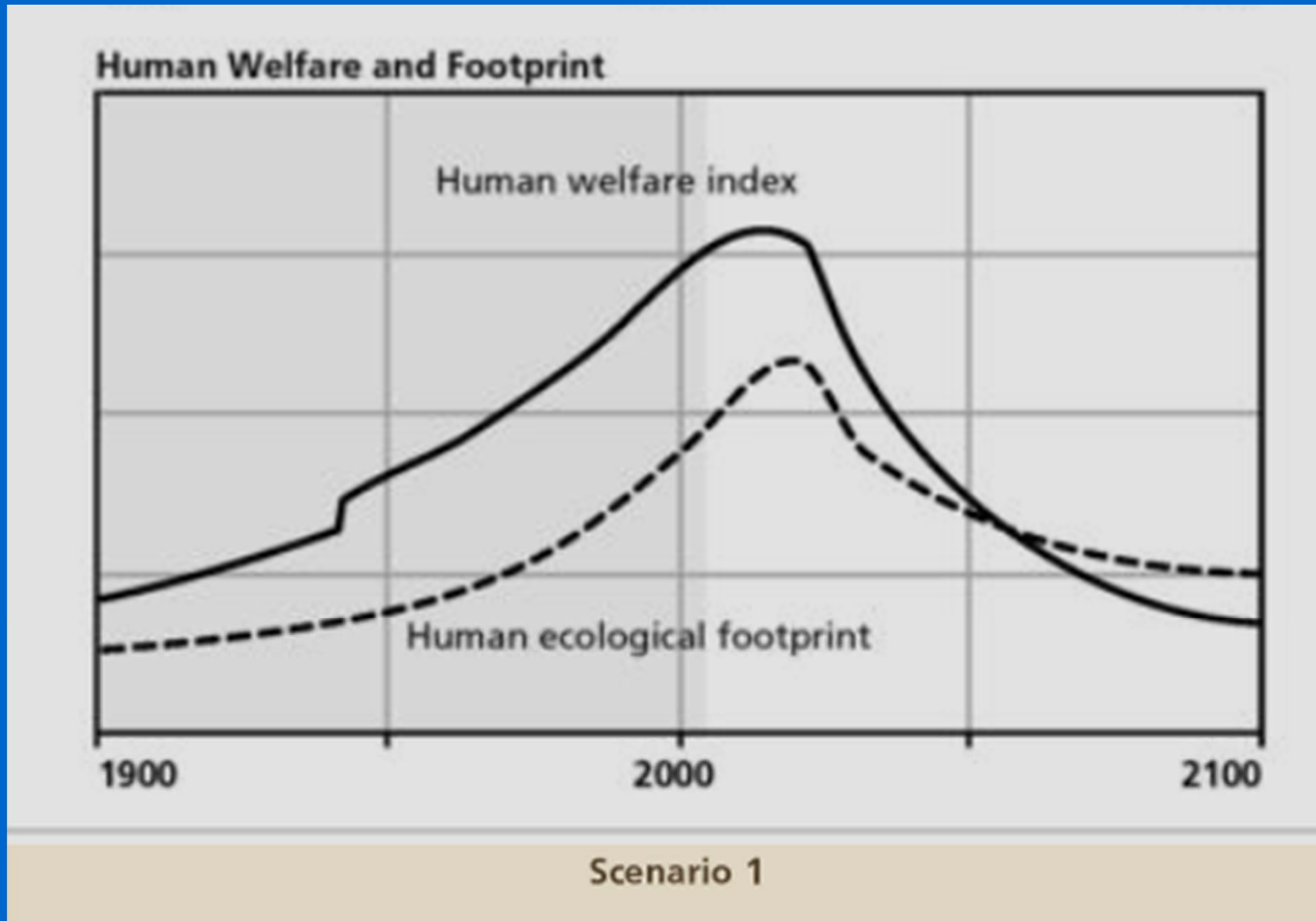
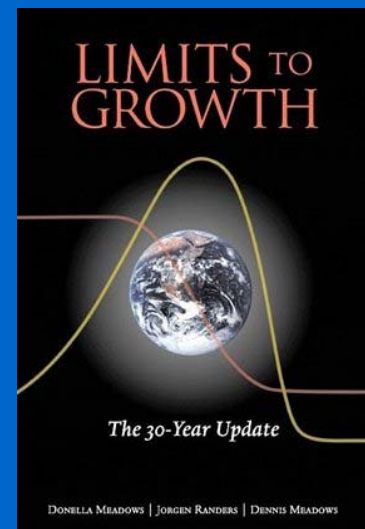


Figure 4-1

Yin

2004

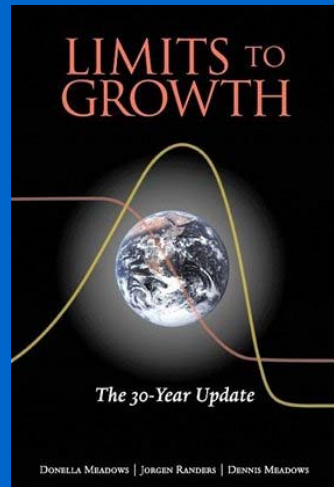


# The Blind Men & the Elephant Reading List

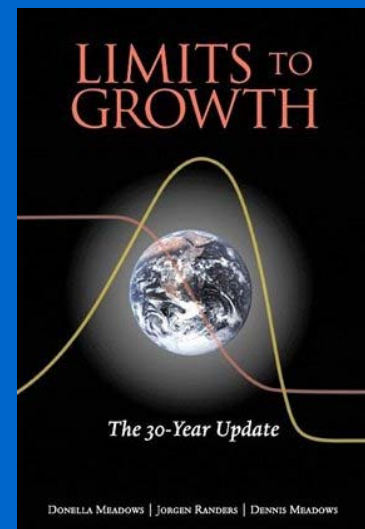
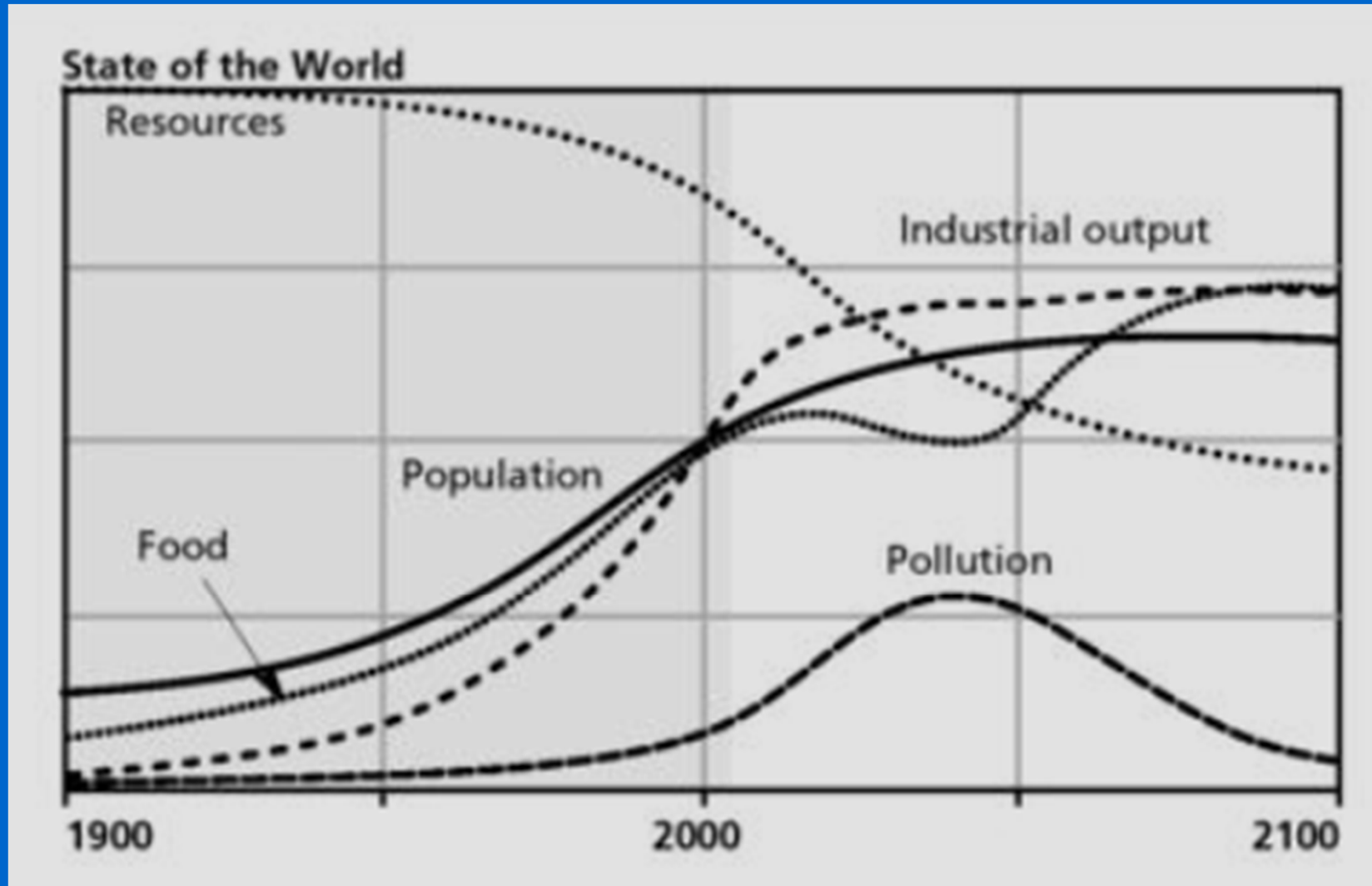
In Scenario 9, the model world again decides on an average family size of two children starting in 2002, has perfect birth control effectiveness, and sets modest limits for material production.....increase the efficiency of resource use, decrease pollution emissions per unit of industrial output, control land erosion, and increase land yields until food per capita reaches its desired level.

Yang

2004



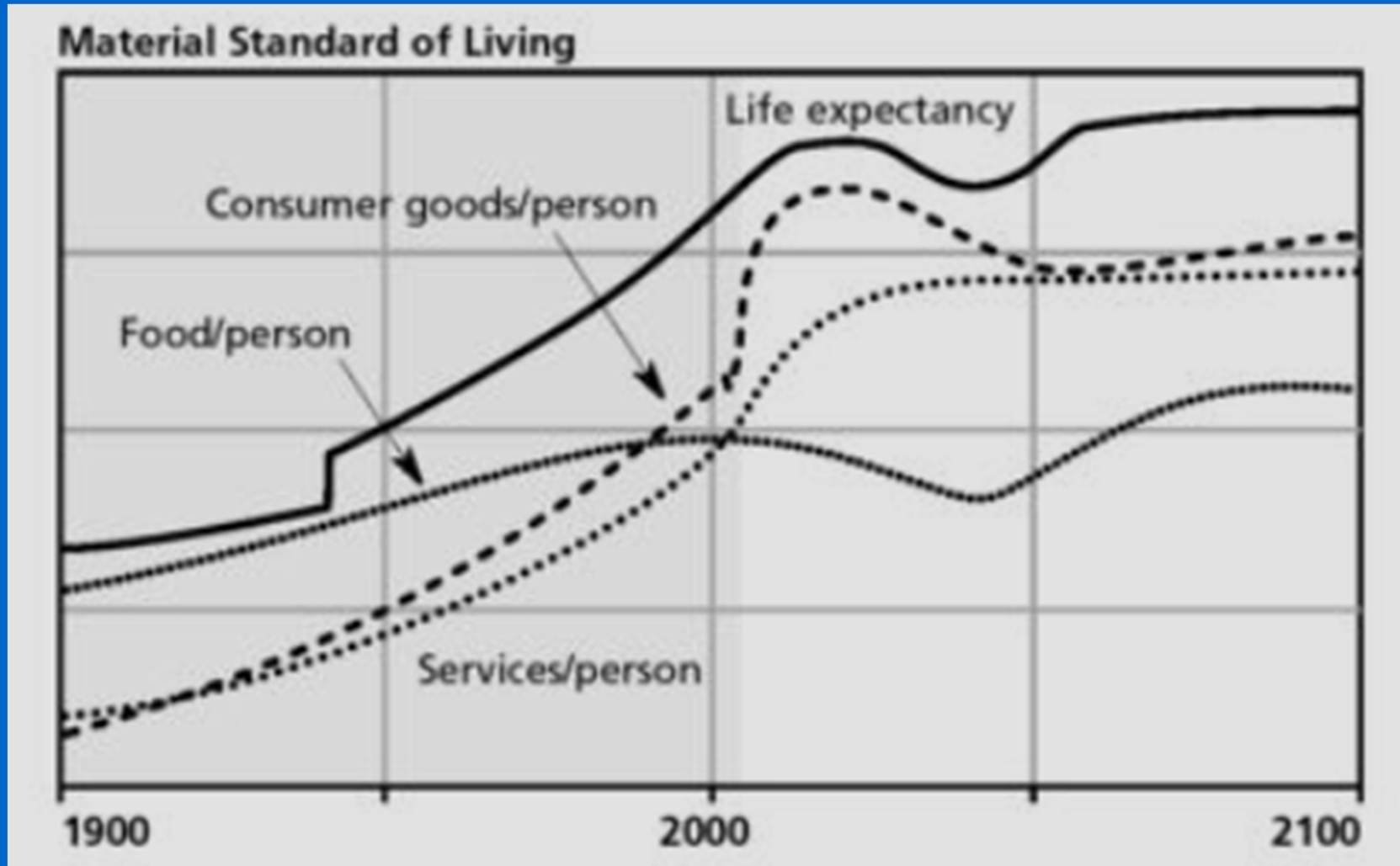
# The Blind Men & the Elephant Reading List



Yang

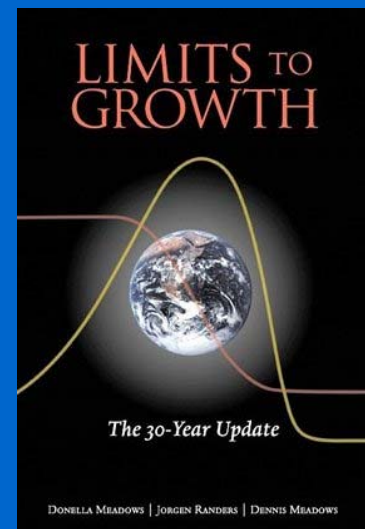
2004

# The Blind Men & the Elephant Reading List



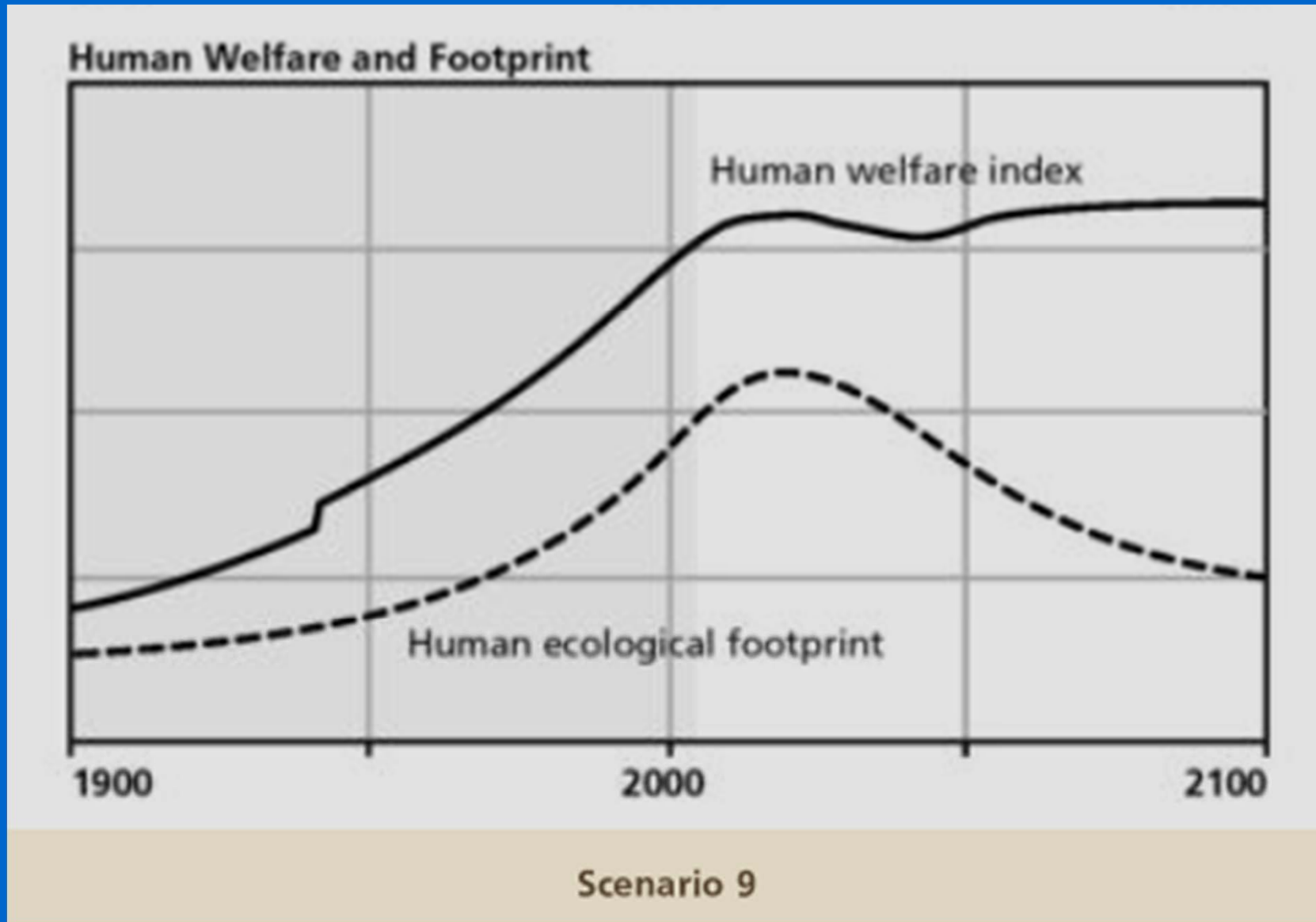
Yang

2004



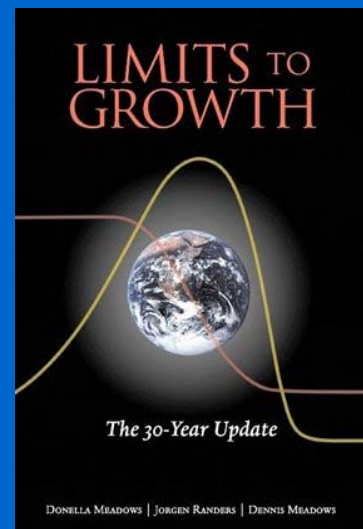


# The Blind Men & the Elephant Reading List



Yang

2004

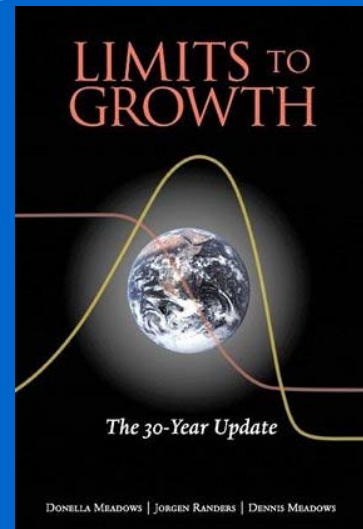


# The Blind Men & the Elephant Reading List

... the world faces not a preordained future, but a choice. The choice is between different mental models, which logically lead to different scenarios. One mental model says this world for all practical purposes has no limits. Choosing that mental model will encourage extractive business as usual and take the human economy even farther beyond the limits. The result will be collapse.

Yin

2004

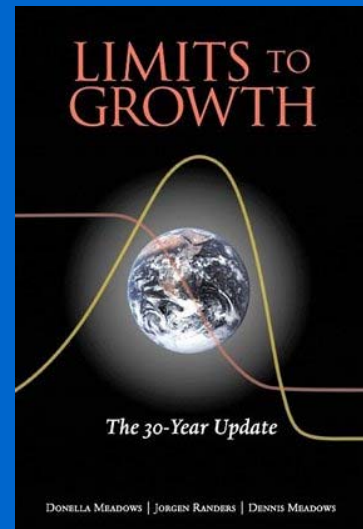


# The Blind Men & the Elephant Reading List

Another mental model says that the limits are real & close, and that there is not enough time, and that people cannot be moderate or responsible or compassionate. At least not in time. That model is self-fulfilling. If the world's people choose to believe it, they will be proven right. The result will be collapse.

Yin

2004

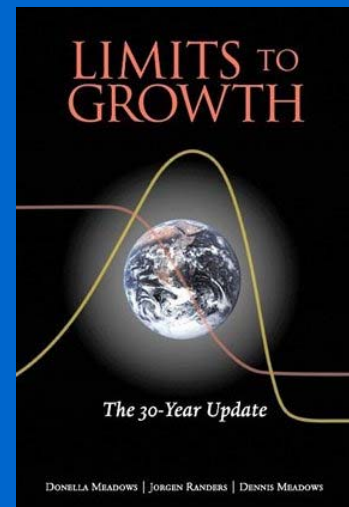


# The Blind Men & the Elephant Reading List

A third mental model says the limits are real and close and in some cases below our current levels of throughput. But there is just enough time, with no time to waste. There is just enough energy, enough material, enough money, enough environmental resilience, and enough human virtue to bring about a planned reduction in the ecological footprint of humankind: a sustainability revolution to a much better world .....

Yin

2004



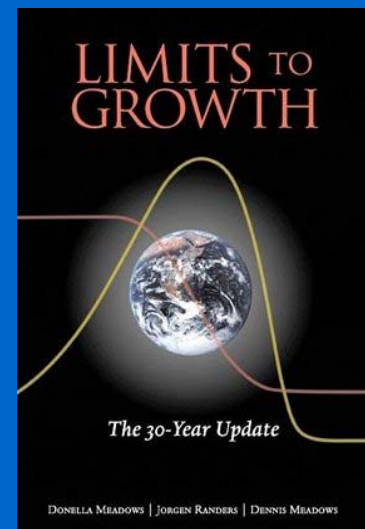


# The Blind Men & the Elephant Reading List

That third scenario might very well be wrong. But the evidence we have seen, from world data to global computer models, suggests that it could conceivably be made right. There is no way of knowing for sure, other than to try it.

Yin

2004



# The Blind Men & the Elephant Reading List

Not: Unrelieved pessimism

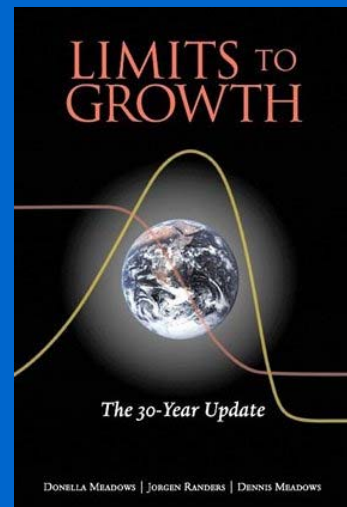
Nor: Sappy optimism

But: The resolve to tell the truth about both the successes and failures of the present and the potentials and obstacles in the future.

And above all: The courage to admit and bear the pain of the present, while keeping a steady eye on a vision of a better future.

Yang

2004

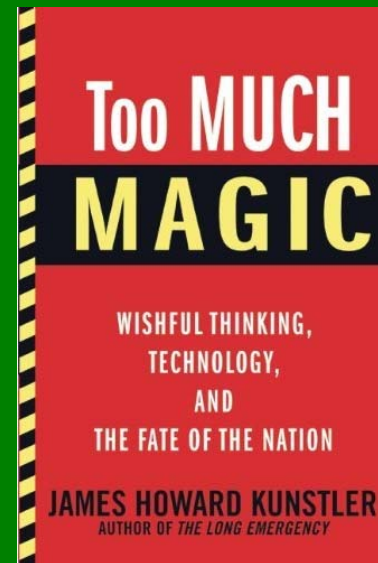
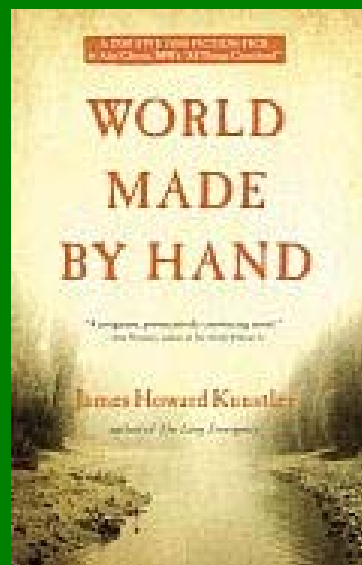
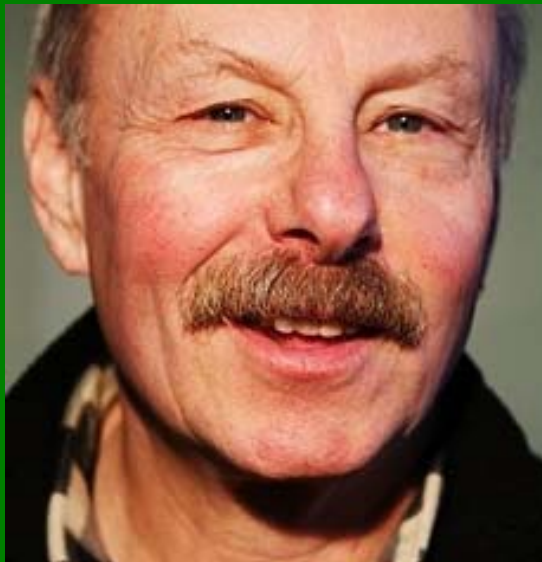
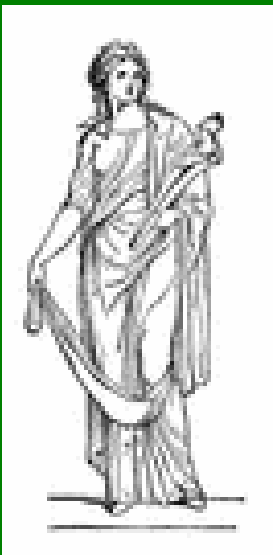


# The Blind Men & the Elephant Reading List



## The Modern Day Cassandra: James Howard Kunstler

Yin

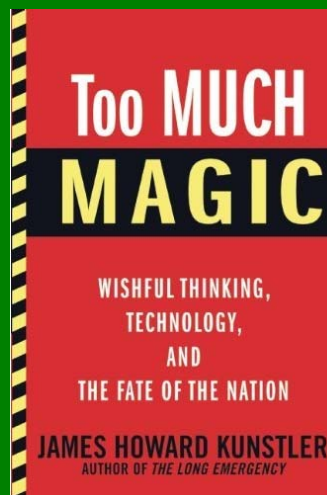


# The Blind Men & the Elephant Reading List

"Give us solutions, not doom and gloom!" was the gist of a complaint I heard at every conference or college campus. I sensed that there was something not quite right with this complaint, partly because I was presenting all sorts of ideas for addressing the long emergency and my audiences seemed to be blocking them out. After a while I began to understand what lay behind this plea for "solutions."

## Top Twelve List

2012



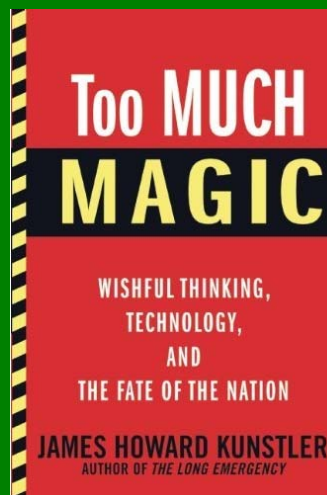


# The Blind Men & the Elephant Reading List

They were clamoring desperately for rescue remedies that would allow them to **continue living exactly the way they were used to living**, with all the accustomed comforts ranging from endless driving to universal air-conditioning, cheap fast food, reliable electric service, NASCAR, Disney World, Walmart, and good jobs with a guaranteed comfortable retirement. They didn't want to hear anything that suggested we might have to make other arrangements for everyday life in this country.....

Yin

2012

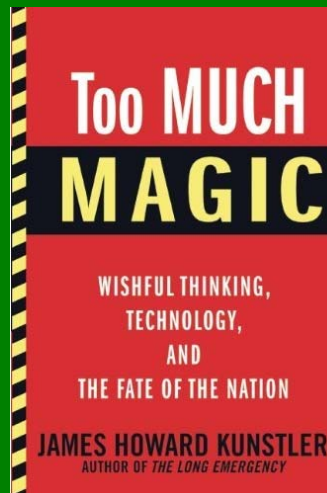


# The Blind Men & the Elephant Reading List

..The average deepwater conventional oil well in the Thunder Horse formation in the Gulf of Mexico produces 40,000 barrels a day, which might justify the billions spent on giant platforms built to get at it. The average Bakken well produces around 52 barrels a day, which may not justify the thousands of truck trips and other operations needed to get it. Think of it as like comparing a fire hose to wringing out a sponge...

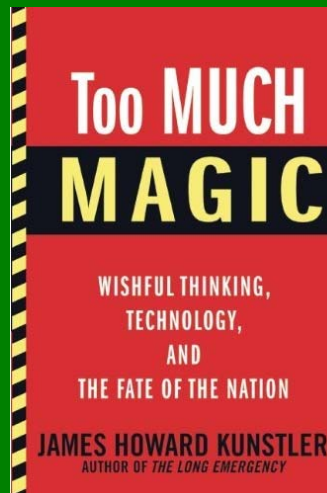
Yin

2012



# The Blind Men & the Elephant Reading List

...The Bakken play was producing about 350,000 barrels of oil a day in the spring of 2011 and Eagle Ford under 40,000. The hype has claimed that full production of US shale oil might reach 2 million barrels a day. It sounds good, but it is the most extreme high-end forecast and, remember, America burns through about 20 million barrels a day....



# The Blind Men & the Elephant Reading List

## **The New York Times**

11/12/12: The United States will overtake Saudi Arabia as the world's leading oil producer by about 2017 and will become a net oil exporter by 2030, the International Energy Agency said Monday. There are several components of the sudden shift in the world's energy supply, but the prime mover is a resurgence of oil and gas production in the United States.

Yang

# The Blind Men & the Elephant Reading List

**Slate**

On Nov. 12, the International Energy Agency's annual World Energy Outlook report caused quite a stir by asserting that by 2020, the United States would overtake Saudi Arabia as the world's top oil producer. Mainstream journalists eagerly repeated this claim.

Yin



# The Blind Men & the Elephant Reading List

**Slate**

But the truth is that it relied on a very loose definition of "oil." Saying that the United States will surpass Saudi Arabia in oil production is a bit like saying that a 12-ounce latte contains more caffeine than 12 ounces of espresso. It might make for an exciting headline and be useful as political fodder, but it's simply not true.

Yin

# The Blind Men & the Elephant Reading List

**Slate**

In 2011, U.S. production of actual crude oil plus condensates (natural gas liquids produced along with the crude) was 5.644 million barrels per day (mb/d). In addition to this, IEA counts 2.2 mb/d of natural gas plant liquids—liquids that are separated from "dry" methane gas at natural gas processing plants—as oil. In 2011, the U.S. produced a total of 7.8 mb/d under this definition.

Yin

# The Blind Men & the Elephant Reading List

**Slate**

By 2020, IEA forecasts an additional 2.2 mb/d in "tight oil" production from fracking shale formations like the Bakken in North Dakota and the Eagle Ford in Texas, plus another 1 mb/d of natural gas liquids, for a total of 11.1 mb/d.

Yin

# The Blind Men & the Elephant Reading List

**Slate**

By comparing this total to their forecast of 10.6 mb/d for Saudi Arabia, they could say that the United States would surpass the former in oil production by 2020.

However, the comparison isn't really accurate.

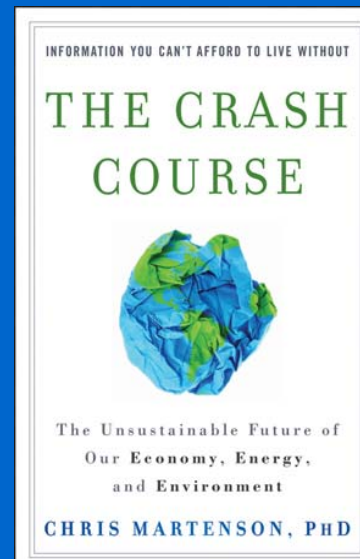
Yin

# The Blind Men & the Elephant Reading List

....up until about 2006, the entire developed world was perpetuating an ongoing *story* that went like this: Houses *always* go up in price. As we now all know, that tale is not true, but it was deeply embedded belief that shaped individual decisions and led even the most sophisticated investors in the world astray. That's the power of a story.

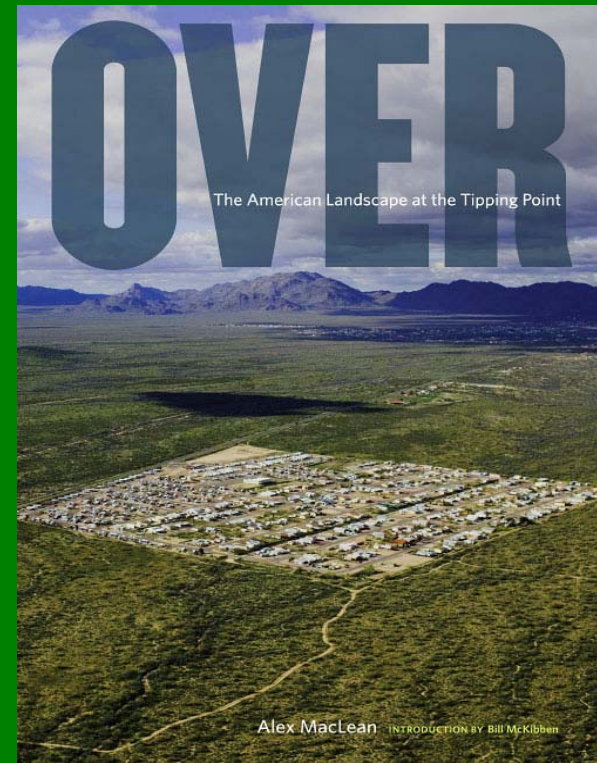
Narratives

2011





# The Blind Men & the Elephant Reading List



Top Ten List

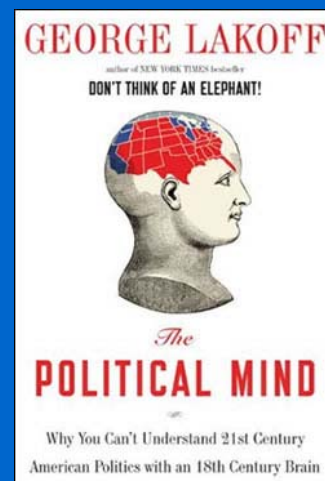
2008

# The Blind Men & the Elephant Reading List

We live our narratives. The lived story is at the center of modern personality theory. The theory of neural computation, as we shall see later, shows how our brains not only permit this, but favor it. The typical roles played in narratives include Hero, Victim, and Helper. A doctor may not just be a doctor, but a Hero-doctor, saving people's lives.

Narratives

2008





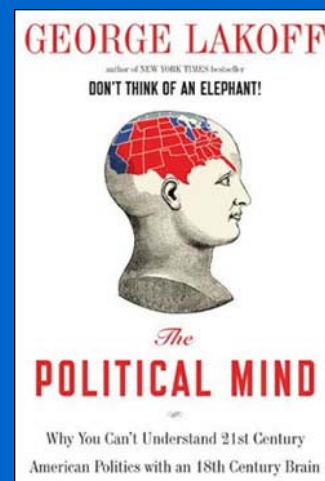
# The Blind Men & the Elephant Reading List

A housewife may see herself as a Victim-housewife, victimized by society's sexism.

A nurse may see herself as the Helper to the Hero-doctor. Or as a Victim of Sexism in medicine. ...The roles in narratives that you understand yourself as fitting give meaning to your life, including the emotional color that is inherent in narrative structures.

Narratives

2008

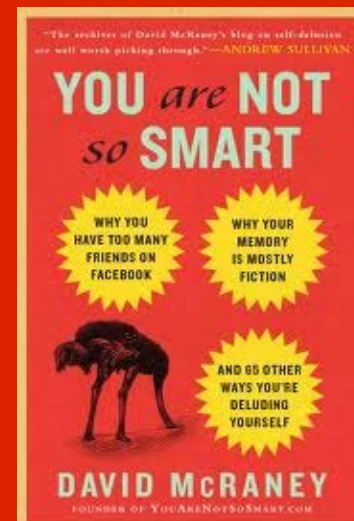


# The Blind Men & the Elephant Reading List

You are a story you tell yourself. You engage in introspection, and with great confidence you see the history of your life with all the characters and settings – and you at the center as protagonist in the tale of who you are. This is all a great, beautiful confabulation without which you could not function.

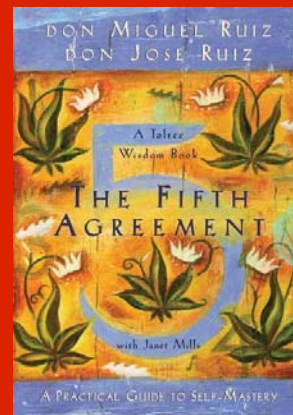
Narratives

2011



# The Blind Men & the Elephant Reading List

The story you're dreaming today is not the same story that you were dreaming yesterday, or even half an hour ago. Every time you talk about your story, it changes depending on who you're telling the story to, depending on your physical and emotional state at the time, depending on your beliefs at the time. Even if you try to tell the same story, your story is always changing.



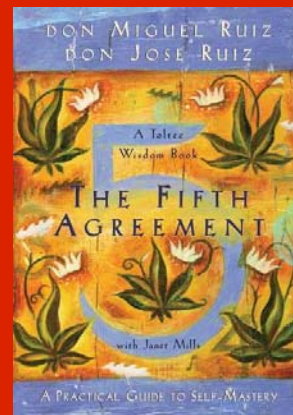
Narratives

2010



# The Blind Men & the Elephant Reading List

At a certain point, you find out that it's nothing but a story, It isn't reality; it's a virtual reality. It's nothing but a dream. And it's a shared dream because all humans are dreaming at the same time. The shared dream of humanity, the dream of the planet, was there before you were born, and this is how you learned to create your own art, the story of you.



Narratives

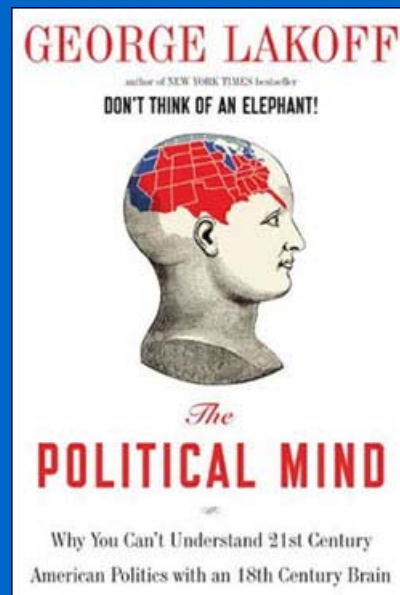
2010

# The Blind Men & the Elephant Reading List

The science of mind has lit up a vast landscape of unconscious thought – the 98% of thinking your brain does that you are not aware of. **Most of it matters for politics.** The mind that we cannot see plays an enormous role in how our country is governed.

2008

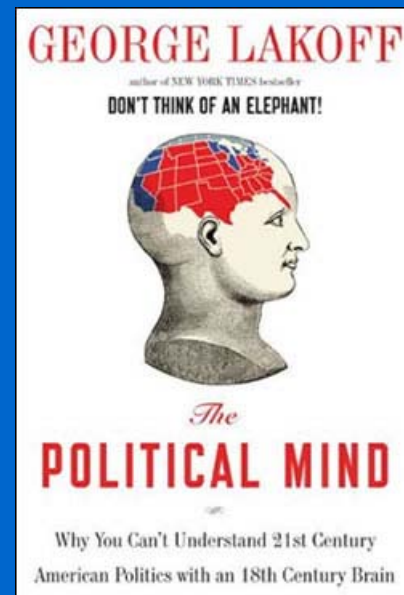
Top Ten List



# The Blind Men & the Elephant Reading List

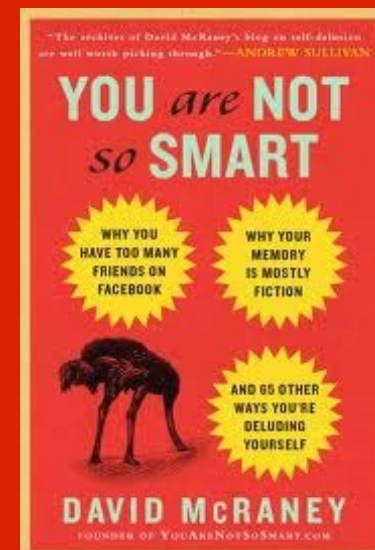
However, most of us have inherited a theory of mind dating back at least to the Enlightenment, namely, that *reason* is conscious, literal, logical, unemotional, disembodied, universal, and *functions to serve our interests*. **This theory of human reason has been shown to be false in every particular, but it persists.** In many aspects of life this may not matter. But in politics it can have very negative effects.....

## Top Ten List



# The Blind Men & the Elephant Reading List

The 3 main subjects in this book are cognitive biases, heuristics, and logical fallacies. These are components of your mind, like organs in your body, which under the best conditions, serve you well....It wasn't until psychology applied rigorous scientific method to human behavior that these self-deceptions became categorized and quantified.

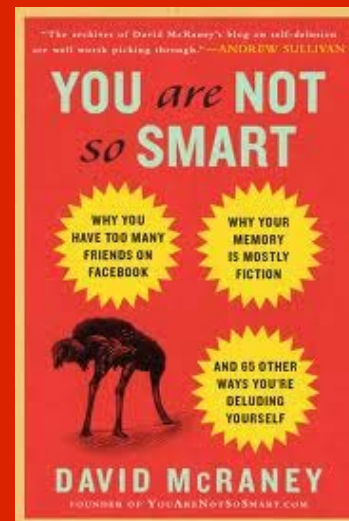


Top Twelve List

2011

# The Blind Men & the Elephant Reading List

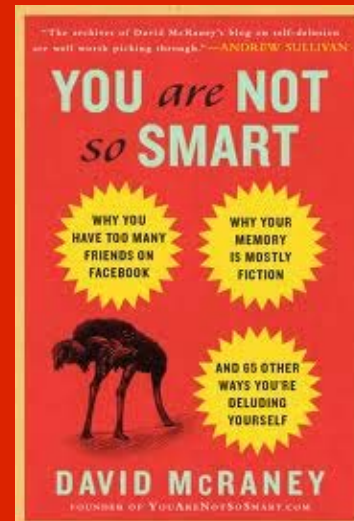
Cognitive biases are predictable patterns of thought and behavior that lead you to draw incorrect conclusions. You and everyone else come into the world preloaded with these pesky and completely wrong ways of seeing things, and you rarely notice them.....The maintenance of a positive self-image seems to be so important to the human mind you have evolved mental mechanisms designed to make you feel awesome about yourself.





# The Blind Men & the Elephant Reading List

Cognitive biases lead to poor choices, bad judgments, and wacky insights that are often totally incorrect. For example, you tend to look for information that confirms your beliefs and ignore information that challenges them. This is called confirmation bias. The contents of your bookshelf and the bookmarks in your web browser are a direct result of it.

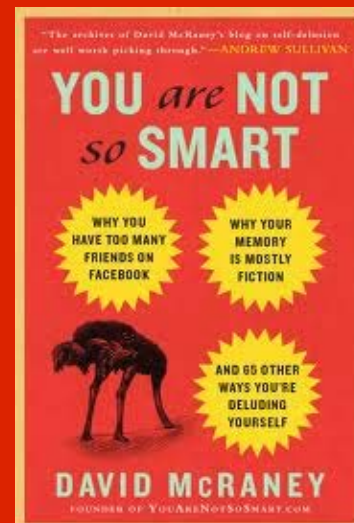


## Top Twelve List

# The Blind Men & the Elephant Reading List

Heuristics are mental shortcuts you use to solve common problems. They speed up processing in the brain, but sometimes make you think so fast you miss what is important.....For example, if you notice a rise in reports about shark attacks on the news, you start to believe sharks are out of control, when the only thing you know for sure is the news is delivering more stories about sharks than usual.

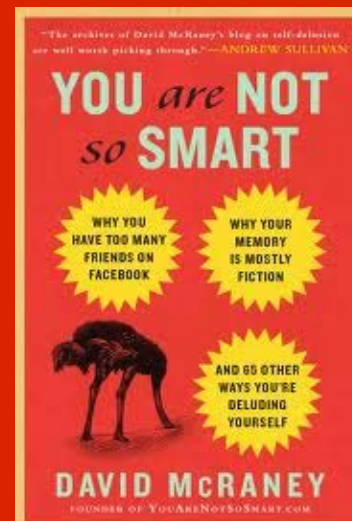
## Top Twelve List



# The Blind Men & the Elephant Reading List

Logical fallacies are like math problems involving language, in which you skip a step or get turned around without realizing it. They are arguments in your mind where you reach a conclusion without all the facts because you don't care to hear them or have no idea how limited your information is.....can be the result of wishful thinking. Sometimes you apply good logic to false premises; at other times .....bad logic to the truth.

## Top Twelve List



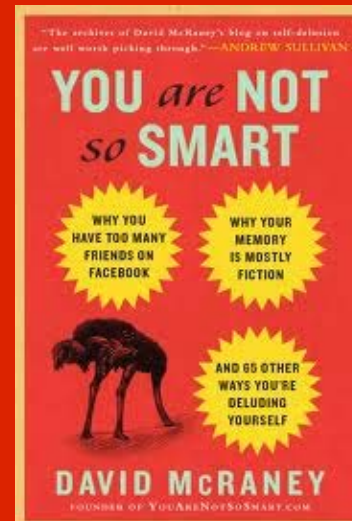
# The Blind Men & the Elephant Reading List

**THE MISCONCEPTION:** *Your opinions are the result of years of rational, objective analysis.*

**THE TRUTH:** *Your opinions are the result of years of paying attention to information that confirmed what you believed, while ignoring information that challenged your preconceived notions.*

.....Confirmation Bias.....

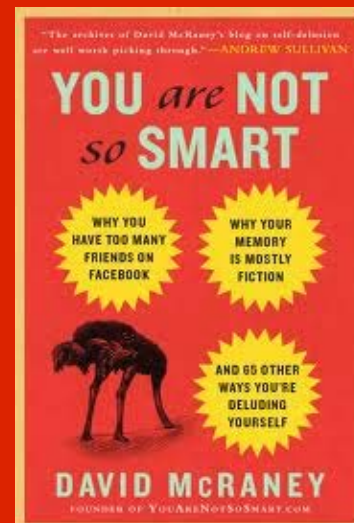
Top Twelve List



# The Blind Men & the Elephant Reading List

Punditry is an industry built on *confirmation bias*. Rush Limbaugh and Keith Olbermann, Glenn Beck and Arianna Huffington, Rachel Maddow and Ann Coulter – these people provide fuel for beliefs, they pre-filter the world to match existing worldviews. If their filter is like your filter, you love them. If it isn't, you hate them. You watch them not for information, but for confirmation.

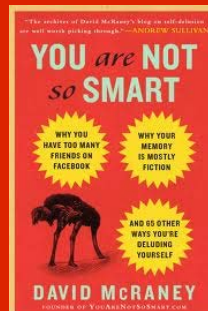
## Top Twelve List





# The Blind Men & the Elephant Reading List

.....Just as with pundits, people weren't buying books for the information, they were buying them for the confirmation. Krebs has researched purchasing trends on Amazon and the clustering habits of people on social networks for years, and his research shows what psychological research into confirmation bias predicts: you want to be right about how you see the world, so you seek out information that confirms your beliefs and avoid contradictory evidence....



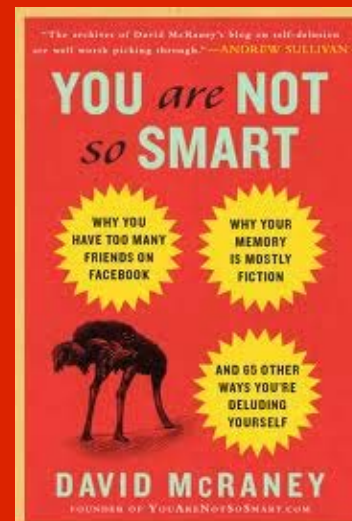
# The Blind Men & the Elephant Reading List

THE MISCONCEPTION: *Your fight-or-flight instincts kick in and you panic when disaster strikes*

THE TRUTH: *You often become abnormally calm and pretend everything is normal in a crisis.*

.....Normalcy bias is stalling during a crisis and pretending everything will continue to be as fine and predictable as it was before.

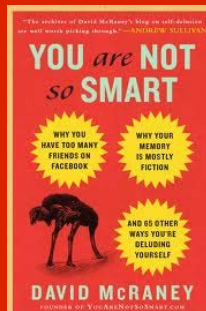
## Top Twelve List



# The Blind Men & the Elephant Reading List

Normalcy bias can be scaled up to larger events as well. Global climate change, peak oil, obesity epidemics, and stock market crashes are good examples of larger, more complex events in which people fail to act because it is difficult to imagine just how abnormal life could become if the predictions are true. Regular media over-hyping and panic-building over issues like Y2K, swine flu, SARS, and the like help fuel normalcy bias on a global scale.

## Top Twelve List

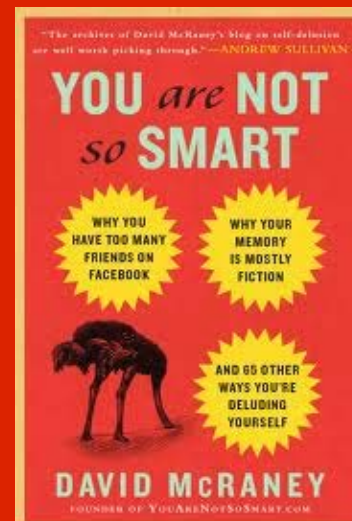


# The Blind Men & the Elephant Reading List

**THE MISCONCEPTION:** *With the advent of mass media, you understand how the world works based on statistics and facts culled from many examples.*

**THE TRUTH:** *You are far more likely to believe something is commonplace if you can find just one example of it, and you are far less likely to believe in something you've never seen or heard of before*  
.....The Availability Heuristic.....

Top Twelve List



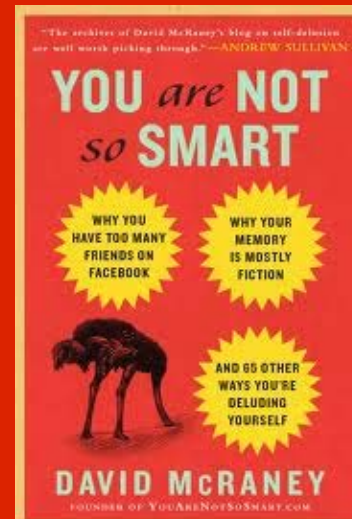
# The Blind Men & the Elephant Reading List

**THE MISCONCEPTION:** *Venting your anger is an effective way to reduce stress and prevent lashing out at friends and family*

**THE TRUTH:** *Venting increases aggressive behavior over time.*

.....Catharsis.....

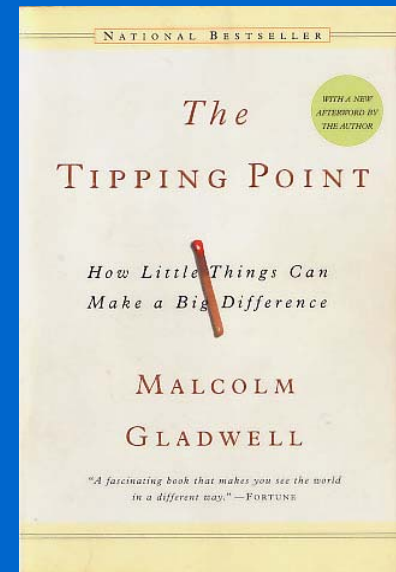
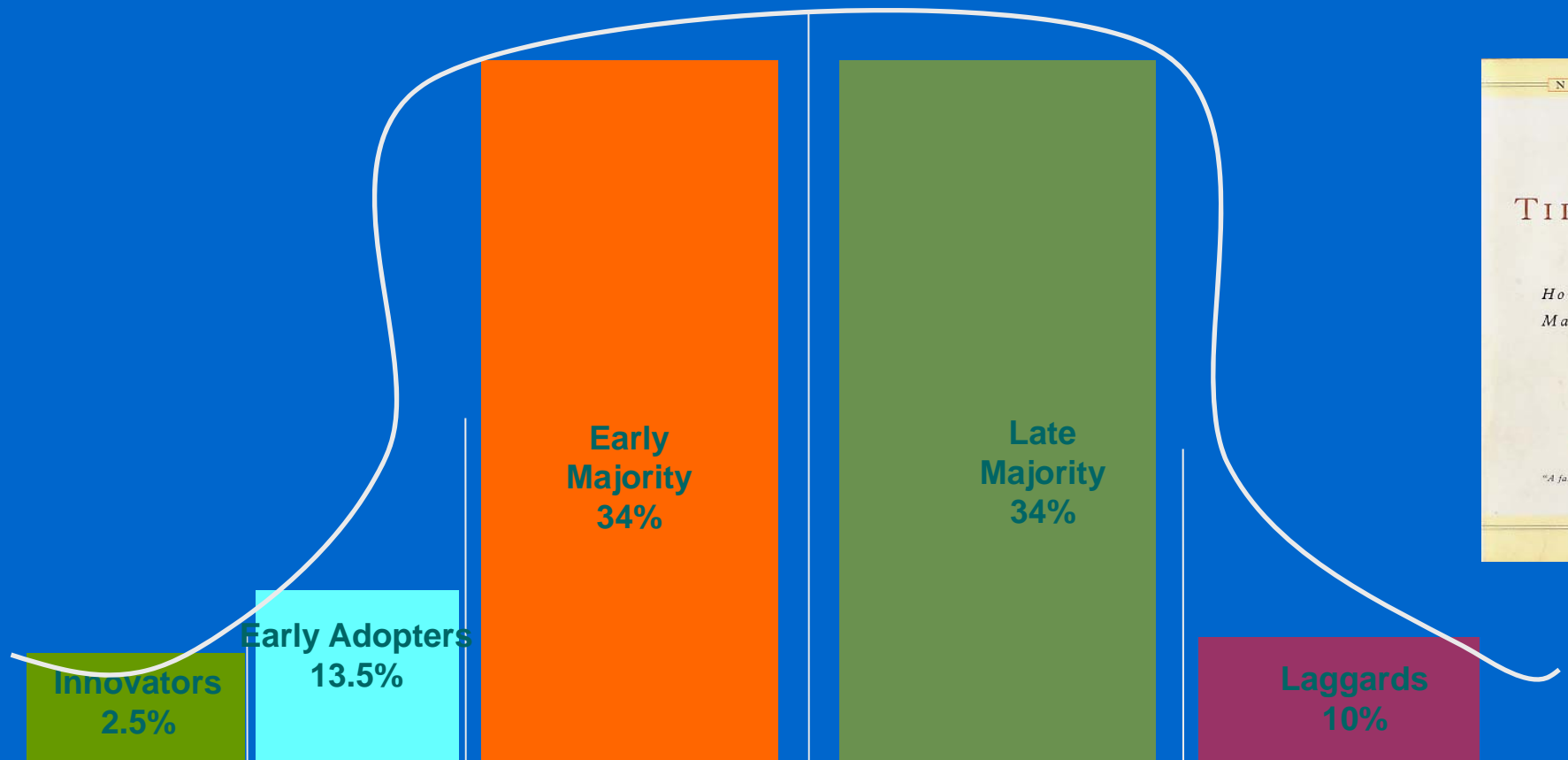
## Top Twelve List





# The Blind Men & the Elephant Reading List

## Innovation Adoption Curve

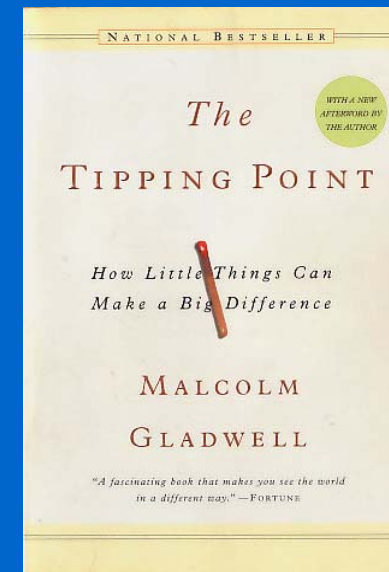


Still On the List

# The Blind Men & the Elephant Reading List

Moore's argument is that the attitude of the Early Adopters and the attitude of the Early Majority are fundamentally incompatible. Innovations don't just slide effortlessly from one group to the next. There is a chasm between them.

2000

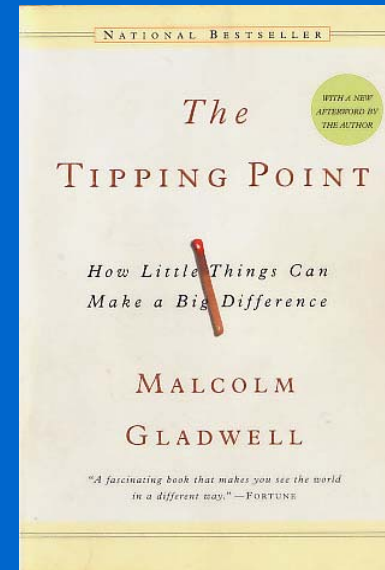


Still On the List

# The Blind Men & the Elephant Reading List

All kinds of high-tech products fail, never making it beyond the Early Adopters, because the companies that make them can't find a way to transform an idea that makes perfect sense to an Early Adopter into one that makes perfect sense to a member of the Early Majority.

Still On the List



# The Blind Men & the Elephant Reading List

**USGBC has four levels of LEED:**



Sidebar

# The Blind Men & the Elephant Reading List

No one has done the metrics, but in its short life USGBC may have had a greater impact than *any other single organization in the world* on materials saved, toxins eliminated, greenhouse gases avoided, and human health enhanced.



Sidebar

2007



# The Blind Men & the Elephant Reading List

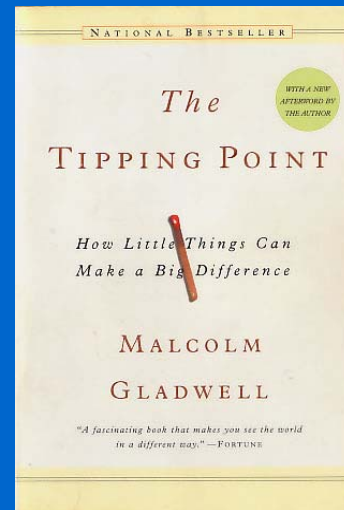


Sidebar

# The Blind Men & the Elephant Reading List

What Mavens and Connectors and Salesmen do to an idea in order to make it contagious is to alter it in such a way that extraneous details are dropped and others are exaggerated so that the message itself comes to acquire a deeper meaning. If anyone wants to start an epidemic, than –whether it is of shoes or behavior or a piece of software –

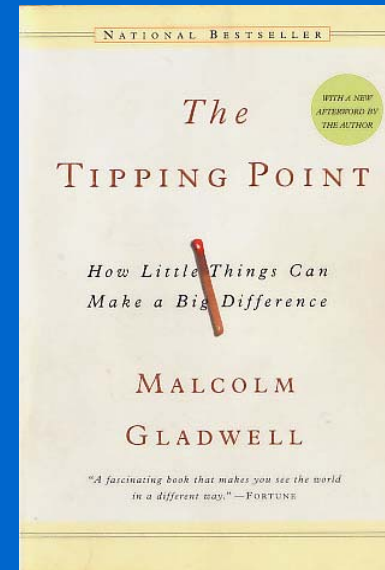
Turn it Around



# The Blind Men & the Elephant Reading List

he or she has to somehow employ Connectors, Mavens, and Salesmen in this very way: he or she has to find some person or some means to translate the message of the Innovators into something the rest of us can understand.

## Turn it Around



# The Blind Men & the Elephant Reading List

## Cross-Functional Team

ENGINEERS OPERATIONS AND MAINTENANCE TEAMS  
BUILDING OCCUPANTS BUILDING MANAGERS BU  
FACULTY ENVIRONMENTAL HEALTH AND SAFETY STAFF  
GROUNDSKEEPERS CAPITAL PLANNING STAFF GR  
UTILITY MANAGERS INTERIOR DESIGNERS UTILITY MANA  
CUSTODIAL TEAM PROPERTY MANAGERS CUSTOD  
HUMAN RESOURCES BUILDING OWNERS HUMAN  
PURCHASING STAFF ENVIRONMENTAL GROUPS  
ENGINEERS OPERATIONS AND MAINTENANCE TEAMS  
BUILDING OCCUPANTS BUILDING MANAGERS BU

Sidebar

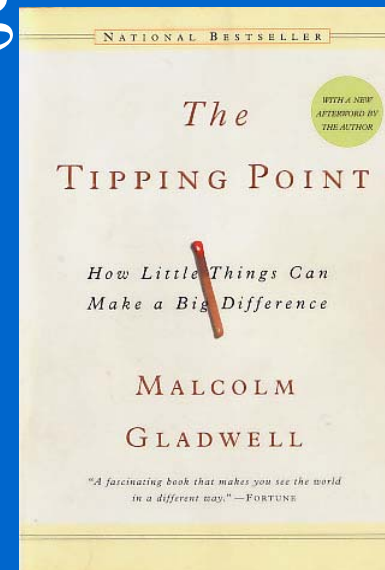


# The Blind Men & the Elephant Reading List

....when I first got e-mail, back in the mid-90s. I would rush home with great anticipation and dial in on my 4800-baud modem and I would have...four messages from four very good friends. And what would I do? I would immediately compose long, elegant responses. Now, of course, I get up in the morning and go to my computer & have 64 messages, and the anticipation I once felt has been replaced by dread.....

Turn it Around

2000

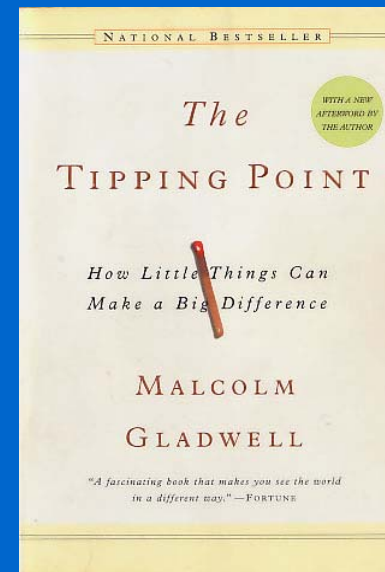




# The Blind Men & the Elephant Reading List

When people are overwhelmed with information and develop immunity to traditional forms of communication, they turn instead for advice and information to the people in their lives whom they respect, admire, and trust. The cure for immunity is finding Mavens, Connectors, and Salesmen.

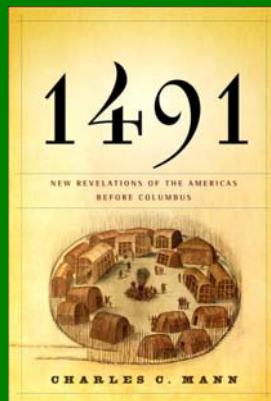
2000



# The Blind Men & the Elephant Reading List

Indian parents, by contrast, regarded the years before puberty as a time of playful development, and kept their offspring close by until marriage. The primary goal of dawnland education was molding character. Men and women were expected to be brave, hardy, honest, and uncomplaining. Chatterboxes and gossips were frowned upon. “He that speaks seldom and opportunely, being as good as his word, is the only man they love”.....

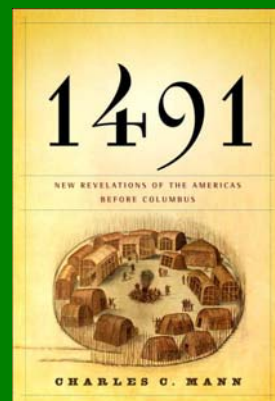
Yang



# The Blind Men & the Elephant Reading List

Not the least surprising feature of this [Inca] system was that it functioned without money. ...the lack of currency did not surprise the Spanish invaders – much of Europe did without money until the 18<sup>th</sup> century- but the Inca did not even have markets. Economists would predict that this non-market economy (vertical socialism) should produce gross inefficiencies. These surely occurred, but the errors produced surplus, not want.

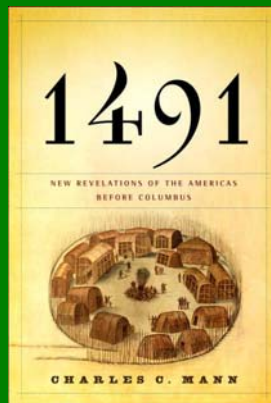
Yang



# The Blind Men & the Elephant Reading List

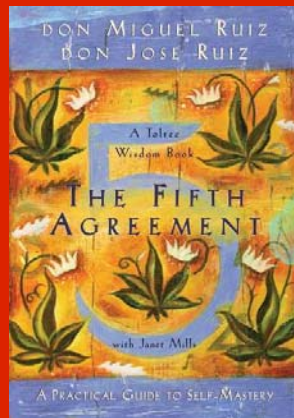
....suggested that all states can be parcelled into 4 types: Pluralist – in which the state is seen by its people as having moral legitimacy; Populist – in which government is viewed as an expression of the people's will; Great Beast – in which the ruler's force is used to keep the populace cowed; and Great Fraud – in which the elite uses smoke & mirrors to convince the people of its inherent authority.

Yang



# The Blind Men & the Elephant Reading List

Now it's easy to understand why there is so much conflict between humans. The world is populated by billions of dreamers who aren't aware that people are living in their own world, dreaming their own dream. From the point of view of the main character, which is their only point of view, everything is all about them. When the secondary characters say something that doesn't agree with their point of view, they get angry, and try to defend their position.





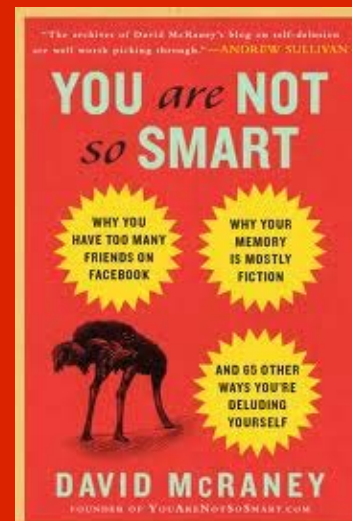
# The Blind Men & the Elephant Reading List

THE MISCONCEPTION: *Your opinions of people and events are based on objective evaluation.*

THE TRUTH: *You translate your physical world into words, and then believe those words.*

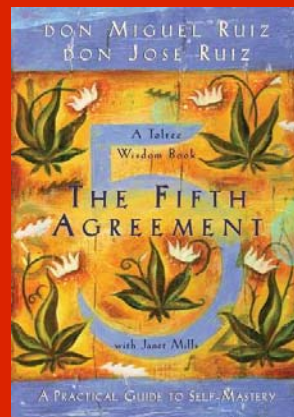
.....Embodied Cognition.....

## Top Twelve List



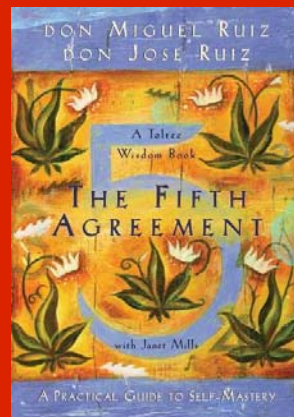
# The Blind Men & the Elephant Reading List

They want the secondary characters to be the way they want them to be, and if they are not, they feel very hurt. They take everything personally. With this awareness, you can also understand the solution, and it's something so simple and logical: Don't take anything personally.



# The Blind Men & the Elephant Reading List

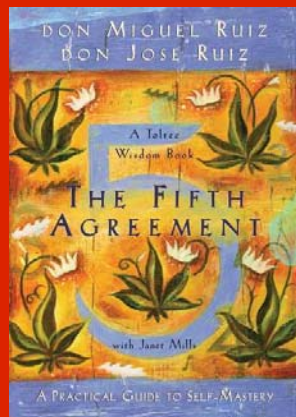
Truth or fiction, you don't have to believe anyone's story. You don't have to form an opinion about what someone says. You don't have to express your own opinion. You don't have to agree or disagree. Just listen. The more impeccable a person is with the word, the clearer the message will be, but the words from another artist have nothing to do with you. You know that it's nothing personal. You listen and you understand all the words, but the words no longer affect you.



# The Blind Men & the Elephant Reading List

You no longer judge what other people say because you understand what they are doing. They are only letting you know what is going on in their virtual world.....

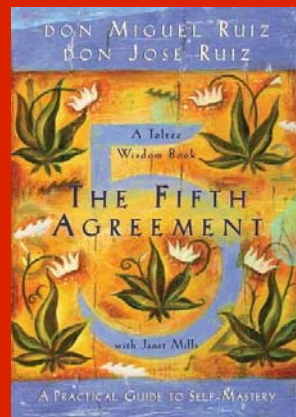
The resurrection is a wonderful concept from mystery schools all around the world. Once you have the awareness that almost everything you learned through symbols is not the truth, the only thing left is just to enjoy life, and that's the resurrection.



# The Blind Men & the Elephant Reading List

You will change the world by loving yourself, by enjoying life, by making your personal world a dream of heaven. And I ask you for your help because you are the only one who can change your world....

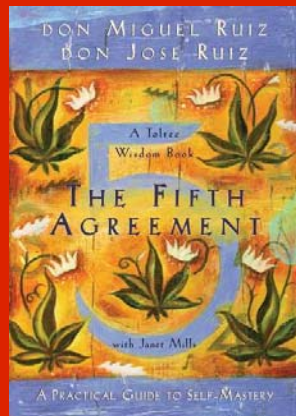
- 1.If you are impeccable with your word,
  - 2.if you don't take anything personally,
  - 3.if you don't make assumptions,
  - 4.if you always do your best,
  - 5.and if your are skeptical while listening,
- there won't be any more war in your head;  
there will be peace.





# The Blind Men & the Elephant Reading List

If you practice the Five Agreements, your world becomes better, and you want to share your happiness with the people you love.

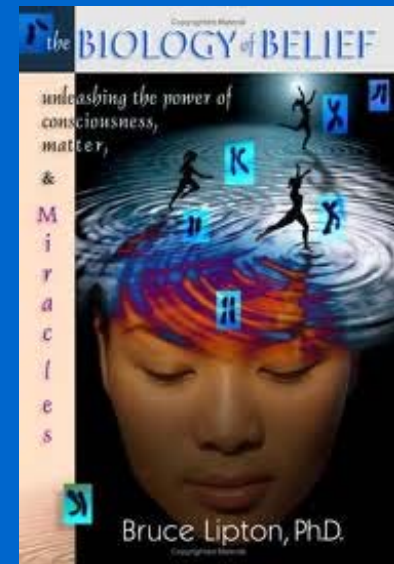


# The Blind Men & the Elephant Reading List

It is probable that, like us, those single-celled organisms began to multiply seemingly out of control and to over-populate their environment.... Those pressures led to a new and glorious era in evolution, in which single cells joined together in altruistic multicellular communities. The end result was humans, at or near the top of the evolutionary ladder.

2005

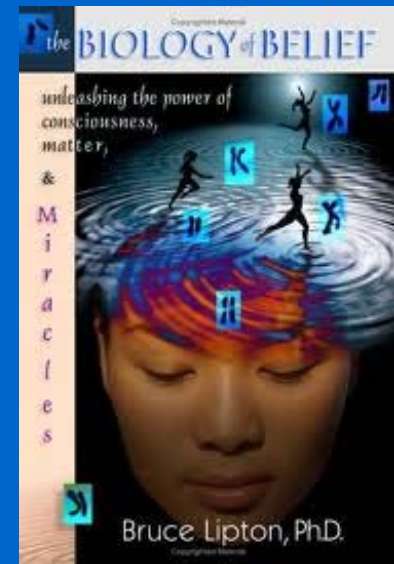
Turn it Around



# The Blind Men & the Elephant Reading List

Similarly, I believe that the stresses of the increasing human population will be responsible for pushing us up another rung on the evolutionary ladder. We will, I believe, come together in a global community. The members of that enlightened community will recognize that we are made in the image of our environment, i.e.,

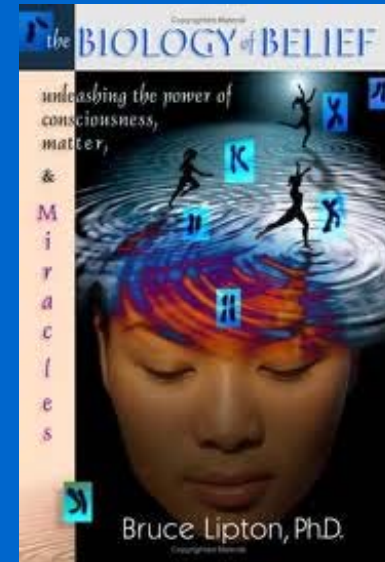
Turn it Around



# The Blind Men & the Elephant Reading List

that we are divine, and that we have to operate not in a survival of the fittest manner, but in a way that supports everyone and everything on this planet.

Turn it Around



# The Blind Men & the Elephant Reading List



Houston Green Book Discussion Group

Fourth Mondays, 6:00 pm, GBRC (so far)  
[facebook.com/pages/Houston-Green-Book-Club](https://facebook.com/pages/Houston-Green-Book-Club)