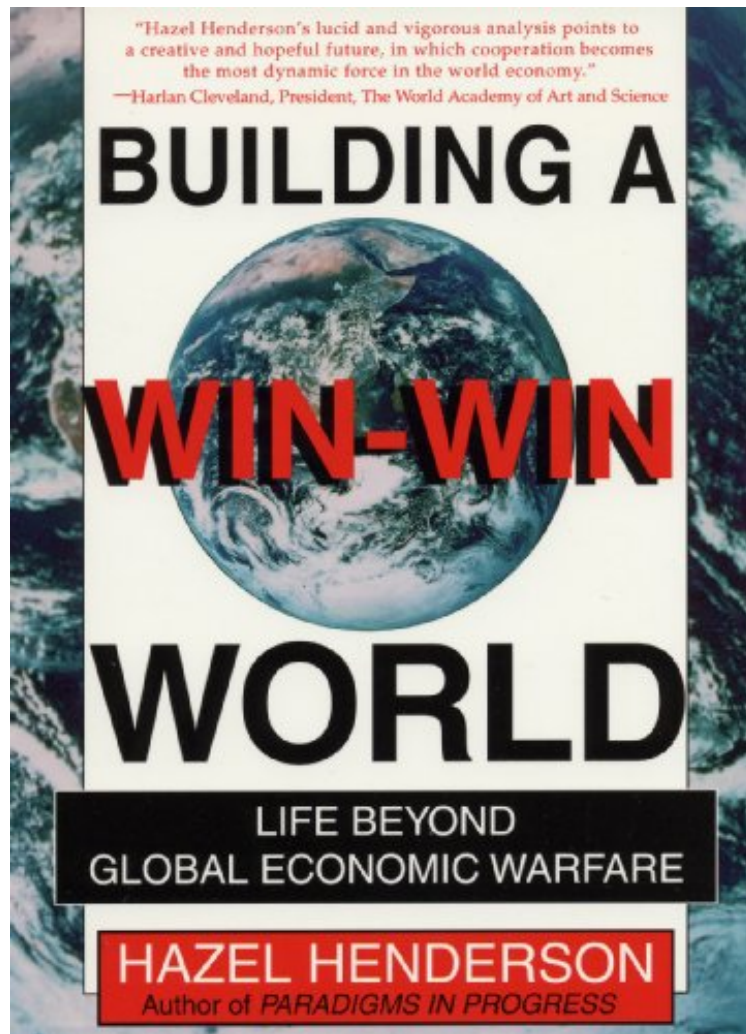


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Building a Win-Win World: Life Beyond Global Economic Warfare

Hazel Henderson

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Hazel Henderson : Building a Win-Win World: Life Beyond Global Economic Warfare before purchasing it in order to gage whether or not it would be worth my time, and all praised Building a Win-Win World: Life Beyond Global Economic Warfare:

6 of 7 people found the following review helpful. A Solid Effort!By Rolf DobelliIn her latest respected work, futurist Hazel Henderson calls for a win-win world founded on cooperation, not domination. She provides a rich, fascinating, detailed, and thoroughly researched and cited look at the waning days of our current dysfunctional global paradigm. Then she looks ahead for a peek at the possible future of a new, healthier paradigm. Though it was justly well-reviewed, this book is not light reading. It is written in conversational language, but it has a scholarly depth and reach. It is a book to study, not flip through. Henderson calls for a complete redesign of every societal system imaginable - from economic and political to social and ethical - all with an eye toward sustaining a global economy and a more

humane world view. We at getAbstract highly recommend this book to readers interested in economic, global, environmental, social, political, and ethical issues. 1 of 3 people found the following review helpful. Surfing the trends By A Customer Hazel is right on with this book. Global markets are here and this market place will only become larger as the time marches on. Diversity and ethical business practices will be the essential elements of any successful organization of the future.

In *Building a Win-Win World*, world-renowned futurist Hazel Henderson extends her twenty-five years of work in economics to examine the havoc the current economic system is creating at the global level. Markets are now spreading worldwide—a spread which is often equated with the hope of democracy spreading along with it. But markets still run on old textbook models that ignore social and environmental costs—leading to a new kind of warfare: global economic warfare. *Building a Win-Win World* demonstrates how the global economy is unsustainable because of its negative effects on employees, families, communities, and the ecosystem. Henderson shows that win-win strategies can become the norm at every level when people see the true current and future costs of short-sighted, narrow economic policies. Henderson shows how humans are encountering the endgames of the competition/conflict paradigm, and identifies the signs of transition. Using warfare as a metaphor for the dark side of today's world economic system, she shows how both are destructive, inhumane, wasteful, irrational, inefficient, competitive, and crisis-driven. Both create more new problems than they solve. She describes how the globalization of the war system, technology, and industrialization brought the Cold War to a dead end. By the mid-1980s the global warfare paradigm had given ground to a global economic warfare which many economists, politicians, and business leaders hailed as a victory of capitalism and competitive "free markets." Yet this new type of warfare proved little better than the military warfare it was advertised to replace. By the mid-1990s global economic warfare had already reached crisis points of its own. *Building a Win-Win World* examines how jobs, education, health care, human rights, democratic participation, socially responsible business, and environmental protection are all sacrificed to "global competitiveness." Henderson shows many ways out of the dilemmas faced by all countries. New agreements are described to tame the global economic casino, regulate multi-national corporations, and levy fees for commercial use of global common resources—oceans, atmosphere, space, etc.—and tax their abuse. These revenues can then be invested in civilian needs and sectors worldwide. She also describes a trend toward "grassroots globalism"—citizens movements that are addressing poverty, social inequities, pollution, resource-depletion, violence, and wars. Grassroots globalism, she says, is about thinking and acting—globally and locally. It is pragmatic problem-solving, implementing local solutions that keep the planet in mind. Such social innovations can raise the ethical floor under the global playing field so that the most ethical companies and countries can win.