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# How To Thrive In The Next Economy: Designing Tomorrow's World Today



## Synopsis

A visionary yet practical guide to building a more sustainable future, by one of the most important voices in environmentally aware design. Are there practical solutions to the many global challenges—climate change, poverty, insufficient healthcare—that threaten our way of life? Author John Thackara has spent a lifetime roving the globe in search of design that serves human needs. In this clear-eyed but ultimately optimistic book, he argues that, in our eagerness to find big technological solutions, we have all too often ignored the astonishing creativity generated when people work together and in harmony with the world around them. Drawing on an inspiring range of examples, from a temple-led water management system in Bali that dates back hundreds of years to an innovative e-bike collective in Vienna, Thackara shows that below the radar of the mainstream media there are global communities creating a replacement economy—one that nurtures the earth and its inhabitants rather than jeopardizing its future—from the ground up. Each chapter is devoted to a concern all humans share—land and water management, housing, what we eat, what we wear, our health, how and why we travel—and demonstrates that it is possible to live a rich and fulfilling life based on stewardship rather than exploitation of the natural environment.

## Book Information

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## Customer Reviews

Thackara calmly and firmly peels back the curtain on our society's technical optimism, metabolic rift, and reliance on infinite growth. He describes the world's growing population of precariats - Guy Standing's term for individuals for whom a precarious existence that is teetering on

insecurity and relative poverty is the new normal. Rather than leave us in a state of gloom and despair he takes us down a path of transformation and hope, weaving in inspiring stories of interdependence among living systems. This is also an impressive reference guide for ideas, individuals, organizations, and institutions that are doing the real work to reshape our relationships to one another and the planet. We learn about innovations in mobility, food, patterns of human settlement, product design, and even decision-making. Collectively, these examples demonstrate the power of commons-based economies, thriving on diverse and regenerative biocultural partnerships in a world composed increasingly of precariats.

Wow! What an inspiring & great book. Puts a real perspective on connectivity. Uses real life examples that can relate to hipsters of all ages. Those that are more traditionalists will revel in stories that help move us comfortably forward. Thank you for writing this!!!

We checked this out from the library -- it is a great read and we will order one of our own for inspiration during the times that it seems there is not something one person can do -- because it takes \*so\* many drops to fill the bucket. It can be done, though!

Loved this book!

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