



New Currency: How Money Changes The World As We Know It

Jordan Bruce MacLeod

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Reviews

“MacLeod is offering a whole new paradigm that will bring light into the dark corners of how we exchange values on our precious planet and evolve an organic currency equal to the task.” -Marilyn Hamilton PhD CGA, Author of Integral City

“I fully recommend readers to follow in Mr. MacLeod’s footsteps, for the journey is nothing short of groundbreaking.” -Alexandre Linhares, PhD, Professor of Management Science, The Brazilian School of Business and Public Administration

“As each of our institutions begins to collapse under the weight of materialistic values, a new generation of creative minds emerges offering us alternatives that serve the common good. MacLeod is one of the promising pioneers of a new planetary civilization that takes an in-depth look at the interdependence of our global challenges and offers us innovative ideas for a monetary system that works for all.” -Nancy Roof, PhD, Founding Editor, Kosmos Journal

“Jordan MacLeod has done an excellent job seeking to understand what new currency might mean in this new age following the collapse of the high finance system. This book will stimulate thought and, hopefully, open up new vistas for further exploration into the new role of currency in the future.” -Don Edward Beck, PhD, Co-Author of Spiral Dynamics

“This couldn’t be more timely. It is a brilliant look at a new approach to thinking about currency from a visionary thinker ... When people realize the evolving impact of consciousness and cultural values on money, it will truly transform the world.” -James Bernard Quilligan, Adviser to HRH Prince El Hassan bin Talal

“This vital analysis helps us to examine how all humans have designed and used money throughout history. Using psychological and systems analyses from many sources, MacLeod shows how money is a reflection of human states of consciousness—from the purely materialistic to the transcendent.” -Hazel Henderson, Author of Ethical Markets: Growing the Green Economy (From the Foreword)

Product Description

NEW CURRENCY is a pioneering study of money's untapped power to change the world. In the midst of a devastating global financial crisis, out of control government spending and grave problems such as terrorism, energy security and climate change, people all over the planet are waking up to the need for profound shifts in the way we think about and respond to these challenges.

This book provides a powerful, fresh context for effectively confronting our global crisis head on. MacLeod demonstrates how a new currency can be integrated into the heart of our financial system to build a more creative, sustainable and inclusive version of capitalism. "By changing how we hold money," says MacLeod, "we literally hold in our hands the power to change the world."

In this groundbreaking work, you will be introduced to an evolutionary perspective of money that accounts for its deep, subjective nature. MacLeod shows how an understanding of these dynamics can help us increasingly place economic activity in the service of qualitative growth and human development. He lays out a grounded vision, based on new economic tools, for redesigning the global economy to satisfy not only material needs but also align individuals and societies with their yearning to actualize their deepest values and purpose in the world.

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