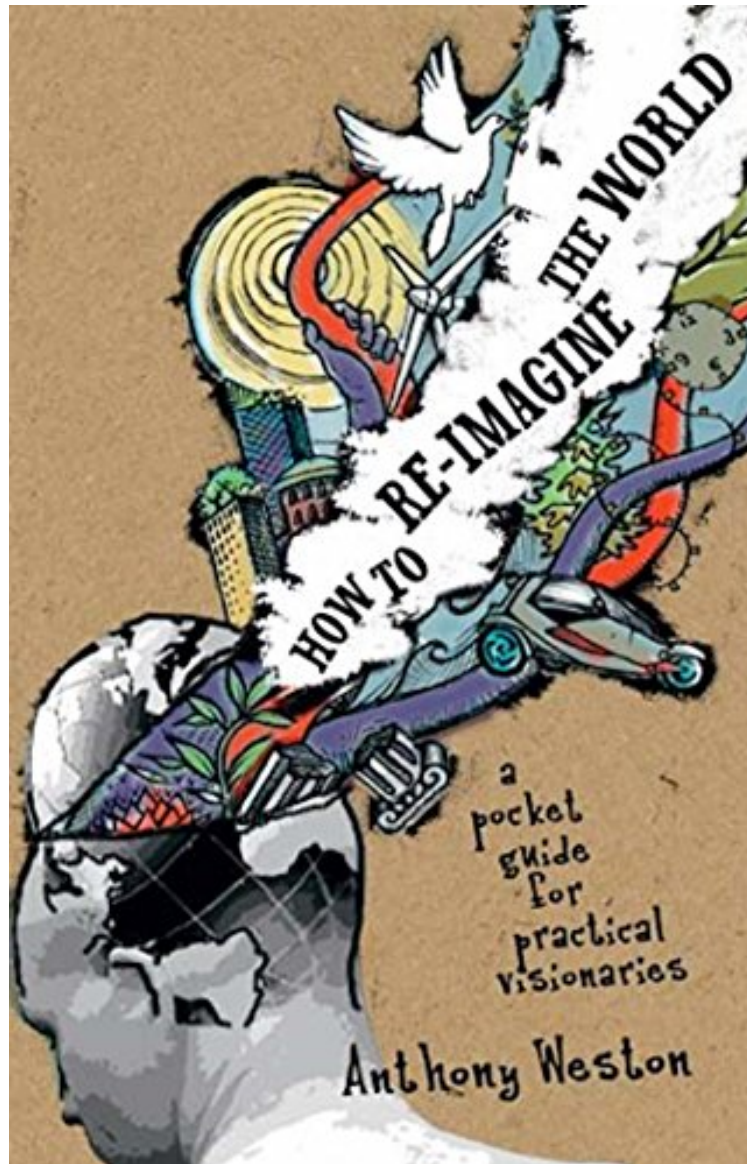


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## How to Re-imagine the World: A Pocket Guide for Practical Visionaries

*Anthony Weston*

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0 of 0 people found the following review helpful. This book really made me think bigger, wiser, ...By S. LoosThis book really made me think bigger, wiser, more productively. It challenged me to get out of my 'box' and be open to

more expansive thinking. Thank you! 3 of 4 people found the following review helpful. Delightful and useful tool to keep with you

By J. B Kraft This is a small book, but by omitting too much discussion or examples, the author was able to compact this book down to a size one can easily keep in a briefcase or large purse. Like the famous "Seven Habits of Highly Effective People", this is a book that one benefits from looking at the principles over and over. The small size makes it possible to be able to keep it with you. In my opinion it really does what it promises, and there are moments throughout the day that having it to look over will really improve your performance and your attitude.

1 of 1 people found the following review helpful. A Powerhouse of Great Ideas!

By Shel Horowitz This little book has been hiding on my shelf for a number of years. As I begin to conceive my own big-picture change-the-world book, I found it when I was looking for a book I might review. It's only 142 4x7-inch pages (most business books are 6x9). But don't let the small size fool you. It's a powerhouse of great ideas. Some of the material refers quite specifically to the policies of the George W. Bush administration. But as the news pages are exploding with stories about the spying scandal, the IRS scandal, and more, critiques of the Bush years still seem alarmingly relevant.

Weston begins by noting the accomplishments of "creative mutiny" movements, such as the US Civil Rights movement. Visioning a better world is a key step in achieving that world. Thus, the archetypal moment in that movement was a man sharing a dream in front of a quarter of a million people. But the other part of the subtitle is "practical." Wesson claims that harnessing our vision can create a better society in the here and now--one that's easier to achieve because of our deep visionary mindset. And there are ways of depolarizing those visions so that Left and Right can find common ground. For instance, he says, a full-scale program to green the United States (the sort of thing I've been advocating for years) could create 3 million jobs, many of them high-skill and high-wage. Don't be afraid to dream big, as Martin Luther King, Jr. did 50 years ago, he says. Ideas can stretch. And they can shrink. Tiny individual changes can add up to big cultural shifts. Our actions on the micro level actually make a difference in the larger world. I've personally experienced this, over and over again. It's one of the reasons why I create tools to motivate individual change, such as my Painless Green ebook with 111 mostly easy and low-cost/no-cost tips to go green.

At the same time, we need to make space for the big shifts that start as big shifts. Often, this involves rethinking how we do a task from the ground up. Weston is not afraid to tackle big issues with a new mind set: How would the solid-waste crisis improve if we switched many products to edible packaging, or demanded (as much of Europe does) that manufacturers take back all the packaging? What if instead of creating more efficient cars, we reimagined the whole reasons and ways we transport people? What if instead of building permanent homes in coastal danger zones, we made them moveable, and when a storm threatened, people AND their homes were evacuated? Humans are a capable, resilient, innovative species. When we set our inner compass on a path of change, we are able to make great changes--to exceed expectations. And we're able to plan for calamities such as natural disasters before they happen, and thus respond better when they do.

One of his "crazy" ideas that I really like is to create "delightism"--an antithesis of terrorism. Secret armies spreading joy in the world by stealth. I think that's pretty cool. He takes the metaphor further, advocating that we preemptively spread peace--using South Africa's Truth and Reconciliation Commission as one possible model.

Weston also questions today's realities with an activist's eye. How, he asks, did we ever accept that dumping pollutants or overharvesting resources are rights (he calls this "resourcism"? You might notice that Weston is really good at reframing. Framing is something the enemies of positive change have been much better about than we who work to shape a better world. Let's flip it around. In other words, we can co-opt the language of the naysayers. When "attacks on our soil" are used to justify police-state measures, use that phrase to discuss the literal attack on our soil by "chemiculture" (a word I invented, as far as I know) and GMO seed stock. "Nature Deficit Disorder" is Weston's term for those who have never been exposed to the natural world and therefore have never learned to value it. And, he says, don't forget to have fun. Demonstrations can become festivals (as many have). The arts remind us that a better world is achievable. The paradise that we dream about is within our ability to create.

Who says that all possible social and political systems have already been invented? Or that workdash;or marriage, or environmentalism, or anything elsedash; must be just what they are now? This book is a conceptual toolbox for imagining and initiating radical social change. Chapters offer specific, focused, and shareable techniques: Seeking a Whole Vision: Creating a pull and not just a push toward change Generative Thinking: Looking for "Seeds"; and "Sparks"; Stretching and Twisting Ideas, and Going Two Steps Too Far Looking for Unexpected Openings: "Weeds"; and "Wild Cards"; Inside Tracks, Leverage Points, and Hidden Possibilities Working at the Roots: Reconstructing the built world, cultural practices, even worldviews Building Momentum: Playing to our Strengths, Reclaiming the Language, "Allying Everywhere"; Doing it Now, Going for Broke Leap-frogging new kinds of cars and better mass transit in turn, why not a world in which "transportation" itself is unneeded? What about remaking New Orleans as a floating city, or putting only extreme surfers in the path of hurricanes? And why not dream of the stars? The question is not whether radical change is coming. It is already well underway. The only question is who will make it. Why not us? Anthony Weston is a professor of philosophy at Elon University in North Carolina, where he teaches ethics, environmental studies, and "Millennial Imagination"; He is the author of ten other books, including Back to Earth, Jobs for Philosophers, and Creativity for Critical Thinkers.

undefined (2007-08-08)Who says that all possible social and political systems have already been invented? Or that work-or marriage, or environmentalism, or anything else-must be just what they are now?This book is a conceptual toolbox for imagining and initiating radical social change. Chapters offer specific, focused, and shareable techniques: Seeking a Whole Vision: creating a pull and not just a push toward change. Generative thinking: Looking for "Seeds" and "Sparks", Stretching and Twisting Ideas, and Going Two Steps Too Far. Looking for Unexpected Openings: "Weeds" and "Wild Cards", Inside Tracks, Leverage Points, and Hidden Possibilities. Working at the Roots: Reconstructing the built world, cultural practices, even worldviews.Building Momentum: Playing to our Strengths; Reclaiming the Language; "Allying Everywhere"; Doing it Now, Going for Broke...Leap-frogging new kinds of cars and better mass transit in turn, why not a world in which "transportation" itself is unneeded?What about remaking New Orleans as a floating city, or putting only extreme surfers in the path of hurricanes? And why not dream of the stars? The question is not whether radical change is coming. It is already well underway. The only question is who will make it. Why not us? (2007-04-23)About the AuthorAnthony Weston is Professor of Philosophy and Environmental Studies and Chair of the Department of Philosophy at Elon University in North Carolina. The author of ten previous books on ethics and creativity, including A Rulebook for Arguments now in its third edition, he has been teaching creative thinking and radical social creativity for ten years.