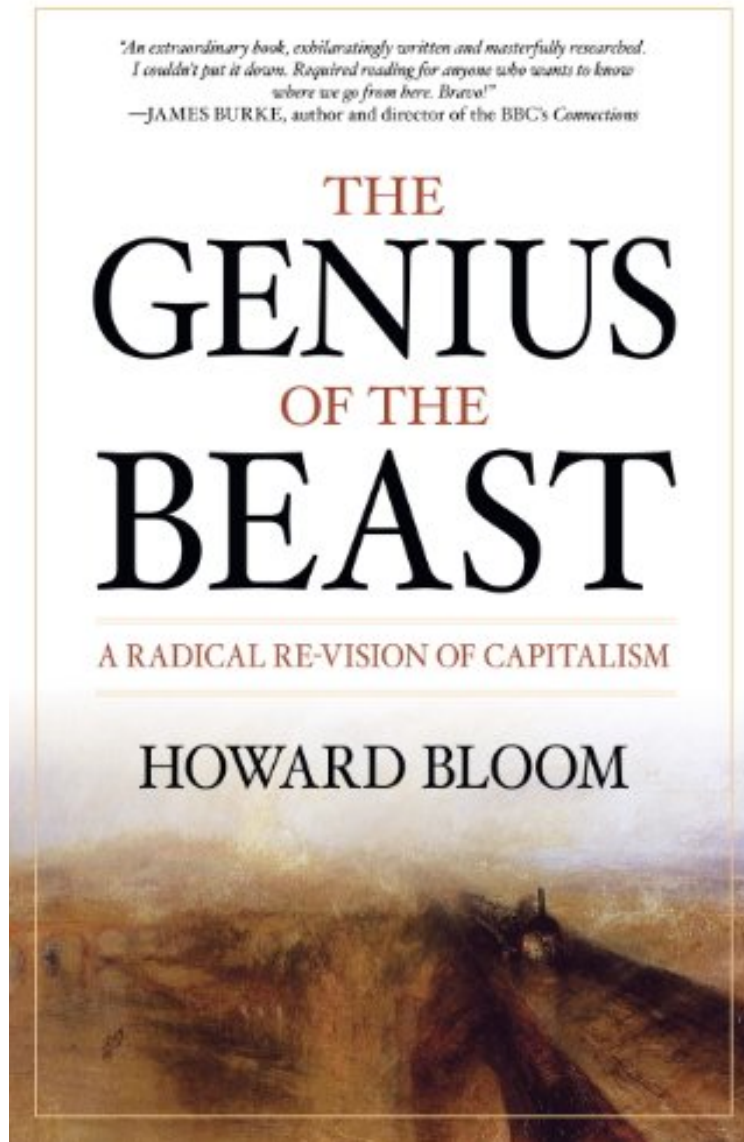


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The Genius of the Beast: A Radical Re-Vision of Capitalism

Howard Bloom

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Howard Bloom : The Genius of the Beast: A Radical Re-Vision of Capitalism before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Genius of the Beast: A Radical Re-Vision of Capitalism:

0 of 0 people found the following review helpful. The kind of exceptional book that can change your view of human nature. A MUST read. By William DaisI found this book fascinating, and it has inspired me to learn more about the longing for status as a primal motivator in homo sapiens. Bloom keeps a potentially dry topic interesting by first looking at bees and ants, and then correlates it with human motivations and behavior. Many reviewers have

summarized why this book deserves reading and rereading better than I can, so make sure to read some of the more comprehensive and well thought out synopses. I plan on a third reading soon, because few books are so intriguing in their premises (group selection isn't exactly mainstream) nor captivating in their style of prose as Mr. Bloom's deceptively important book, *The Genius of the Beast*. This is the kind of book that can shift a person's world view. And the beauty is, it is completely accessible to non scientists, philosophers or psychologists. 0 of 0 people found the following review helpful. Not at all what I expected, but nonetheless a ...By Bushido-kaiNot at all what I expected, but nonetheless a very interesting and valuable contribution. Bloom's emphasis is that the creativity, even the mass actions, either created, encouraged, or taken advantage of by capitalism is not only advantageous to most--sometimes to those generations distant--but also embedded in our biology. 2 of 2 people found the following review helpful. Good book but a bit overdoneBy CVerenMr. Bloom champions Capitalism with a vengeance. His use of "search engine" and "secular genesis machine" in almost every chapter was a bit too much for me. However, once you get past those phrases and get to the heart of this book, the real story comes through. Mr. Bloom is a renaissance man. He shows a great understanding and a charming interpretation of many of the recent historical areas of Capitalism in the world. He even gives the reader insight into his own very diversified life story. (Actallly I would like to know more about this). I recommend this book to anyone with a conservative bend because it will make any feeling of shame go away.

Is global capitalism on its last legs? Is the era of American leadership over? Has the West begun a decline into a new Dark Age? Does American civilization deserve to survive? These are the unnerving questions raised by the Great Crash of 2009. This book presents a radically new answer, insisting that global society has only begun to realize its full potential. Author Howard Bloom argues that there's a hidden mandate beneath the surface of capitalism: "It's struggling to whisper and rumble its message to you and me. That hidden imperative can lift us from economic crisis, can make us a leader in the next-generation economy, and can dramatically upgrade our ability to empower our fellow human beings." Bloom sees crisis as opportunity, opportunity for the whole human race. In more than eighty short, fast chapters, insights appear suddenly, like the quick bursts of flashbulbs, taking the reader on a sweeping tour of human history, from the Stone Age to the present. Every chapter conveys a radically new way to see the astonishing mechanism we call "Western Civilization." Bloom marvels at how humans have turned toxic waste into food and fuel, trash into treasure, and garbage into gold. He shows how we've produced material miracles based on immaterial things—passion, persistence, and fantasy. He shows that what many regard as the end is just the beginning. The beginning of something you've never before imagined. The author explains why the secret to capitalism's next great leap does not lie in new financial tricks, but in tapping things right under our noses in radically new ways—that is, tapping our imagination, our desire to feel useful, our desire to help others, and our desire to be recognized for contributing to the welfare of humanity. The key to next-generation capitalism lies in a big-picture view that's utterly unlike anything you've previously perceived. A big-picture view that will startle you. A big-picture view with which you can ignite the world, get a new handle on your life, and help transform society. This brilliant, inspirational work of daring ideas and breathtaking research offers more than hope. It offers unseen levels of understanding. Understanding that can literally redefine what it means to be a human being. From the Trade Paperback edition.

"It is absolutely one of the most thrilling (I mean that—it gives me goose bumps) books I have ever read."—Robin Fox, Rutgers University "Impressive and stimulating. A tremendously enjoyable work."—James Fallows, national correspondent for the Atlantic "The *Genius of the Beast* is a tour de force."—Washington Times "In this recapitulation of the universe's evolutionary thrust—and humanity's part of it—Howard Bloom proves to be a provocative, even an inspiring, thinker."—ForeWord s "Engrossing, uplifting, and educational . . . fascinating."—Monsters and Critics "I really could not put it down. Ultimately, I found the book a tremendously optimistic, motivating, exciting read that I look forward to tackling again."—NewsReal "Capitalism does indeed work, scholar Bloom boldly affirms in this at-once brash and well-considered treatise, in which, in his own words, he applies a new lens to viewing the entire course of Western civilization. . . . The problem . . . [lies] in the way capitalism has come to be viewed. This long, provocative, needs-to-be-read book seeks to rectify that situation. What he explains here, in detailed arguments, is that 'capitalism and the Western system hide astonishing abilities.' Spend time with this eye-opener."—Booklist "Riveting, brilliant, remarkable, distressing, optimistic, and beautifully written. A brilliant . . . history of the world."—Michael Zilkha, CEO of Zilkha Biomass Energy "Get this book and read it. Bloom's assessments are thoughtful and inspiring. Thank you, Howard Bloom; you have bridged generations and thoughts and tied together facts that otherwise would have gone unnoticed."—Zenpundit About the Author Howard Bloom has been called "the Einstein, Newton, Darwin, and Freud of the twenty-first century" and "the next Stephen Hawking." He is the author of two acclaimed books, *The Lucifer Principle: A Scientific Expedition into the Forces of History* and *Global Brain: The Evolution of Mass Mind from the Big Bang to the 21st Century*. Those books have won praise from the *New Yorker*, the *Washington Post*, the *Boston Globe*, *Wired*, *Foreign Affairs*, and numerous other publications. A

recent visiting scholar at New York University, Bloom is the founder of the International Paleopsychology Project, founder of the Space Development Steering Committee (a group that includes Buzz Aldrin and Edgar Mitchell) and founding board member of the Epic of Evolution Society. He has appeared on Good Morning America, the CBS Morning News, CBS Nightwatch, the BBC, and over one hundred other media outlets.