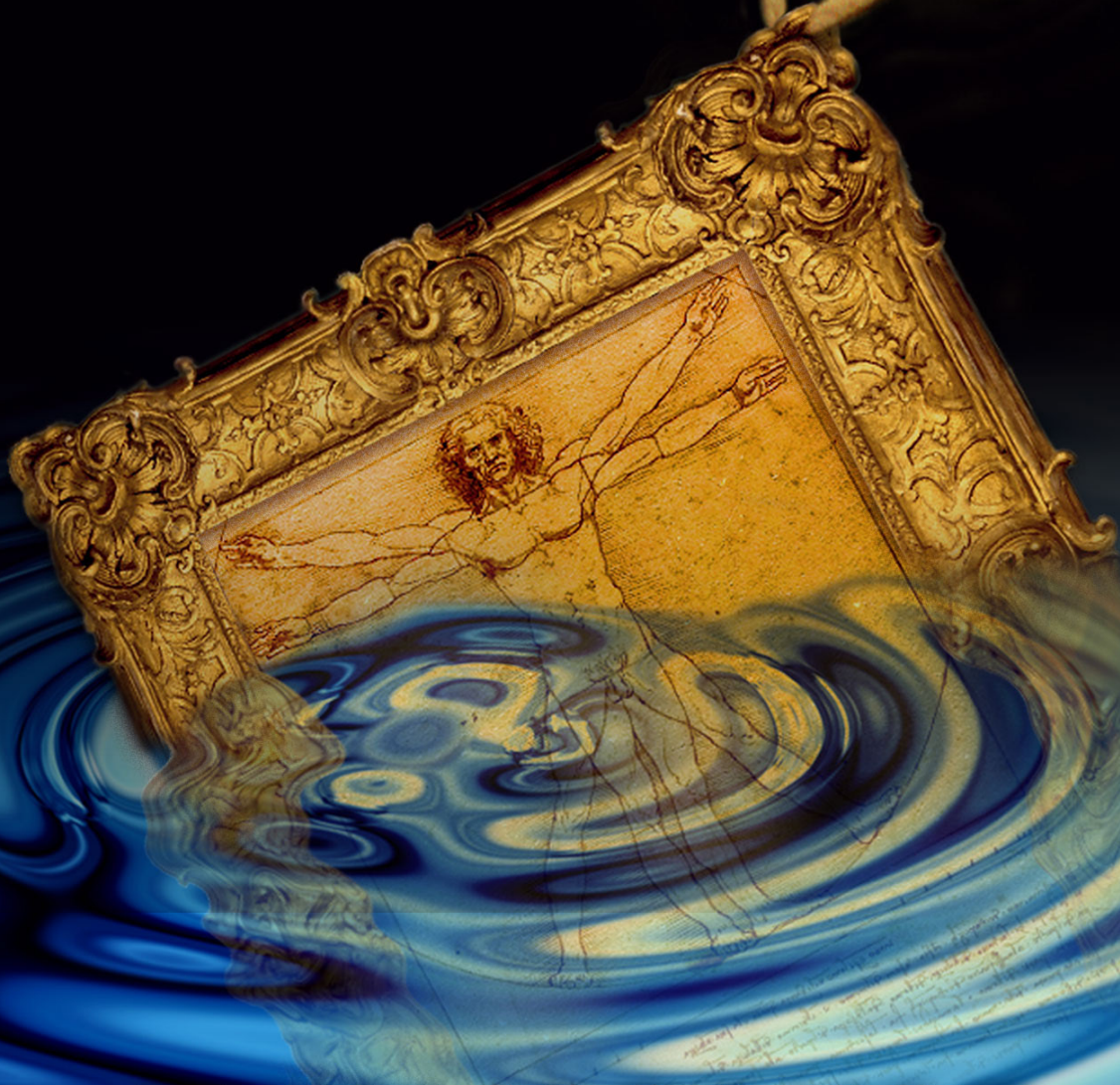


PAOLO RICOTTI



RENAISSANCE ECONOMY

A TURNING POINT TO REGENERATE
HAPPINESS, LIFE QUALITY AND
CONSCIOUSNESS FOR ALL PEOPLES
AND COMMUNITIES OF OUR PLANET

RENAISSANCE ECONOMY

ABSTRACT

This book deals with the matter on how it is possible to regenerate the economy, employment and quality of life in the direction of a true universal wellbeing.

It deals with the matter of a new economy which is no longer contaminated by financial speculative practices nor by GDP growth or de-growth syndromes, both unsustainable behaviors which drive poverty, disparity and people into malaise and wars.

Through the simple concept of imitating the natural principles within the corporate practices it is possible to redesign the entire market feature and, consequently, the entire society lifestyle and wealth. Through the understanding that happiness can be reached with lower material based products and higher immaterial based goods offers, it is possible to progressively transform people consciousness and consumption habits, at personal income or GDP parity. Growth or de growth syndromes, as well as life style countries confrontation and conflicts disappear. At the same time the environment will be better respected, society will find a healthier cohesion and, finally, the corporate added value will improve. It is a win-win situation in which all parties will reach their best aspirational expectations while contributing towards a better world. All parties, all communities, all countries, all religions have an interest in sustaining this new vision for economy, because they want to be left in the freedom to decide their own life style and destiny.



The book deals with a very concrete and evolutionary economic model which is not in conflict with the existing corporate behavior, but evolves it in a very surprising approach far different than current economic philosophies and practices: a true “Renaissance” of the economy able to restore universal equilibrium and harmony.

The most surprising fact is that this proposed evolutionary model coincides both with the same latest scientific thesis of the evolution of the cosmos and with the logic of moral human development: for the first time, market economy, science and spirituality are in agreement between them with the same perspectives and basic logics.

This is a new view which overcomes the CSR (Corporate Social Responsibility) current practices eluding the “green washing ” risks.

This is a vision of a new world in which happiness, satisfaction, quality of life and beauty are the result from ordinary activities of the human species.

This economic model treats the matter of the cultural evolution within companies and other kinds of organizations (NGOs, public and private institutions, municipalities, corporations, etc.) in a context of Sustainable Economy, and with respect for the environment and society. The management model identified has universal characteristics in the sense that it may have already been implemented in the past by excellent companies, or it could be implemented today by any organization, or it will probably exist infinitely in time by adapting products and services with the evolution of technologies and knowledge.

The book, after having dashed the conceptual bases of the model, goes so far as to define the practical steps which can lead companies to raise their strategic and competitive evolution with higher added value. Finally comes the matter of the development of SMEs and territories, true hinge for the regeneration of the economy all over the world.

It is a book addressed to all conscious people who are willing to be engaged in a new true “Renaissance” of our civilization.



Book foreword by

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