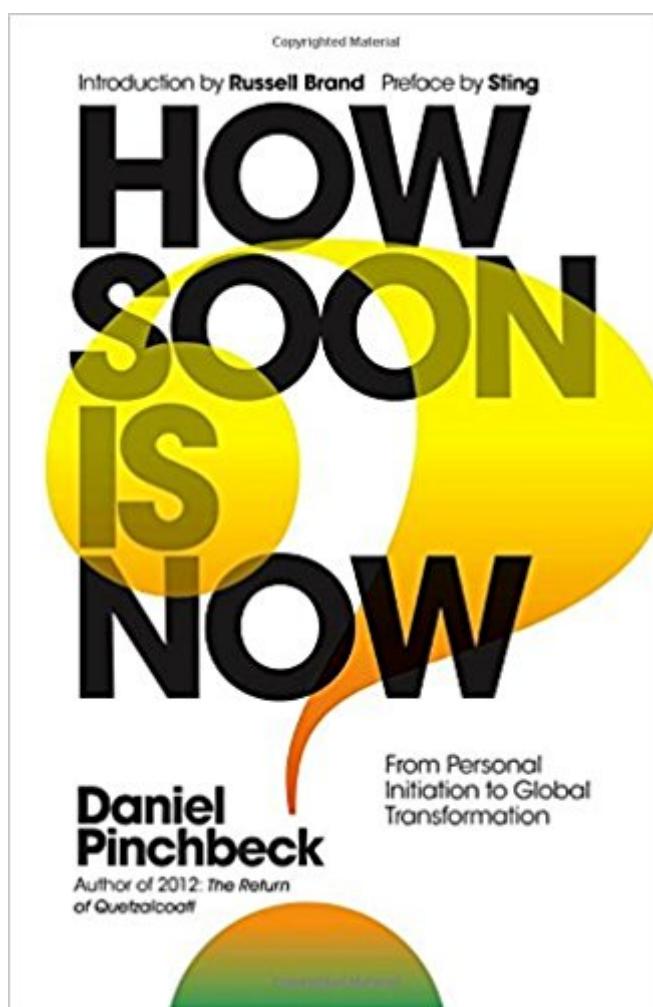


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# How Soon Is Now: From Personal Initiation To Global Transformation



## Synopsis

We are on the brink of an ecological mega-crisis, threatening the future of life on earth, and our actions over the next few years may well determine the destiny of our descendants. Between a manifesto and a tactical plan of action, "How Soon is Now?" by radical futurist and philosopher Daniel Pinchbeck, outlines a vision for a mass social movement that will address this crisis. Drawing on extensive research, Daniel Pinchbeck presents a compelling argument for the need for change on a global basis. The central thesis is that humanity has unconsciously self-willed ecological catastrophe to bring about a transcendence of our current condition. We are facing an initiatory ordeal on a planetary scale. We can understand that this initiation is necessary for us to evolve from one state of being to our current level of consciousness to the next. Overcoming outmoded ideologies, we will realize ourselves as one unified being, a planetary super-organism in a symbiotic relationship with the Earth's ecology and the entire web of life. Covering everything from energy and agriculture, to culture, politics, media and ideology, "How Soon Is Now?" is ultimately about the nature of the human soul and the future of our current world. Pinchbeck calls for an intentional redesign of our current systems, transforming unjust and elitist structures into participatory, democratic, and inclusive ones. His viewpoint integrates indigenous design principles and Eastern metaphysics with social ecology and radical political thought in a new synthesis.

## Book Information

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## Customer Reviews

'It speaks to something I often say our culture sorely lacks: Rites of passage.' - Neil Strauss  
Strauss' How Soon is Now? gives us the context we need to understand the chaos and turbulence of our times. 'A Blueprint for the future' - Russell Brand  
'Daniel Pinchbeck's HOW SOON IS NOW? is a powerful exploration of our need for a massive upgrade of collective consciousness if we are to address the inconsistencies and pathologies that afflict the modern world. While we have seen massive progress, we have also seen moral failures... and our unwillingness to question preexisting dogma might cost us dearly.' - Daniel's book offers a startling call to action!' - Jason Silva, artist, filmmaker and futurist  
'Here we are, humanity, caught in the moment between devolution and conscious evolution by choice, not chance. Daniel Pinchbeck's new book takes us to this exact inflection point and reveals in remarkable clarity and brilliance, We Do Know What To Do, in almost every field from spiritual to social to environmental innovations arising everywhere.' - Barbara Marx Hubbard, author, Conscious Evolution  
'Daniel Pinchbeck has emerged as a rational and clear voice of hope for a new post-capitalist future, offering alternatives to hack democracy for a better society.' - Jefferson Hack, CEO and Founder, Dazed & Confused  
'I recommend this book to anyone who is trying to make sense of climate change within a bigger picture that includes the evolution of civilization and consciousness.' - Charles Eisenstein, author, Sacred Economics  
'How Soon Is Now offers a spiritually driven approach to global economic and ecological crisis.' - Doug Rushkoff, author, Throwing Rocks at the Google Bus  
'Provides deep insight into the essential issues of our time ... could spark the revolution of consciousness that is the revolution not just of thinking, but of acting.' - Ervin Laszlo, Bestselling Author and Philosopher  
'Daniel Pinchbeck's life is the hero's journey. Like Homer's Odyssey, How Soon Is Now is a song of redemption for a world torn apart by the monsters of our own creation. We've dreamed a world that is consuming itself into extinction. Pinchbeck offers us a new dream and in doing so takes us on a powerful, magical voyage into balance and sanity.' - John Perkins, New York Times Bestselling Author of Confessions of an Economic Hitman  
'With his new work Daniel Pinchbeck is proposing systemic solutions to the ecological crisis looming over us, requiring a drastic shift in lifestyle and new levels of global cooperation. Whether or not you agree with all of his conclusions, How Soon Is Now? will challenge most conventionally held

assumptions about the global environment.' - Moby

Daniel Pinchbeck is the author of *Breaking Open the Head* (Broadway Books, 2002), *2012: The Return of Quetzalcoatl* (Tarcher/Penguin, 2006), and *Notes from the Edge Times* (Tarcher/Penguin, 2010). He is the founder of the think tank, Center for Planetary Culture which produced the Regenerative Society Wiki and his essays and articles have been featured in *The New York Times Magazine*, *Esquire*, *Rolling Stone*, *ArtForum*, *The New York Times Book Review*, *The Village Voice*, *Dazed and Confused* and many other publications. In 2007, Daniel launched the web magazine *Reality Sandwich* and co-founded *Evolver.net*. Evolver currently includes Evolver Learning Labs, a webinar platform, and The Evolver Network, our nonprofit initiative. Daniel also edited the publishing imprint, *Evolver Editions* with North Atlantic Books. He also featured in the 2010 documentary, *2012: Time for Change* directed by Joao Amorim and produced by Mangusta Films.

A must read! A clear and lucid call for action in these times. A leap must be made to a new level if we are to continue and thrive. This book goes beyond the premise that we can repair our broken system, we must turn inward and find our innate power, live the fact that everything is interconnected and create a new world of cooperation, play, respect and joy. We have the knowledge and the tools, this book points to the vision. Read and share, our future is at stake.

In this important book, Pinchbeck explores the nuts-and-bolts of how humanity may evolve to transcend our current global crises and bring a new era in the history of our species based on love and cooperation. All the tools we need to make this shift are present today, and future generations may wonder why we took so long to embrace this better world. We have the potential to be the most important generation in human history -- the one that swung the pendulum like no other and saved the earth and our future. This book comes from that future, where its nonconventional ideas will be commonplace. Unfortunately, in the present, esoteric-minded thinkers such as Pinchbeck are too often relegated to the role of Cassandras -- prophets who no one believes. Here's hoping that this wonderful book is a herald of an imminent shift, and people will look to it as a guide to our new world.

I wish I could buy a copy of this book for every friend and loved one who is going through despair about the state of the world right now. With so many acute problems to think about, it can be hard to

pull your head out of survival mode in order to do the visioning necessary to build a more just future. That's where Daniel Pinchbeck's work comes in. Each of his books has shown up in my life at just the right milestone to push me beyond my habitual way of thinking about and approaching things. Daniel's work is so visionary and forward-thinking that it can appear fringe to some, which is why I believe this book isn't getting much mainstream coverage. But Daniel is deeply in touch with the pulse of change that filters in from the margins, and has the compassionate urge to guide us towards a less destructive way of being. I am mega-grateful for this book and anticipate that with the help of this book, we can start cultivating the regenerative society Daniel writes so clearly about in his work.

This book is absolutely necessary for anyone who feels compelled in learning the causes, threats, and potential solutions for the crisis of climate change. I was really hoping this book would get me more familiar with the science, so that I would know exactly what I was talking about when this issue was being debated, and I was delighted at how extensive the research is on the topic, and how exquisitely crafted the book was in its articulation. I've already passed this book along to 3 of my closest friends and they loved it as well. **BUY THIS BOOK AND SPREAD TO EVERYONE YOU KNOW!**

This book is a book of books, and right on target. How do we evolve? Stop the insanity! Insanity - expecting different results from repeating the same action.... This is a manifesto of thinking outside the box, and that is what we need if we are to get past this world crisis we are in. Bravo!

This book is an articulate synthesis of multiple philosophies and schools of thought. It makes a compelling case that we stand on the cusp of either global catastrophe or awakening leading to seismic shifts in cultural evolution.

Loved being exposed to a different perspective. Well written, humble, practical, fascinating. Out of the box is exactly what we need at this time in history.

Buckminster Fuller once said that Spaceship Earth was flawlessly designed yet this spaceship lacked an instruction manual. AT LAST that instruction manual has popped out of the imaginal realm via the wise mind of Daniel Pinchbeck.

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