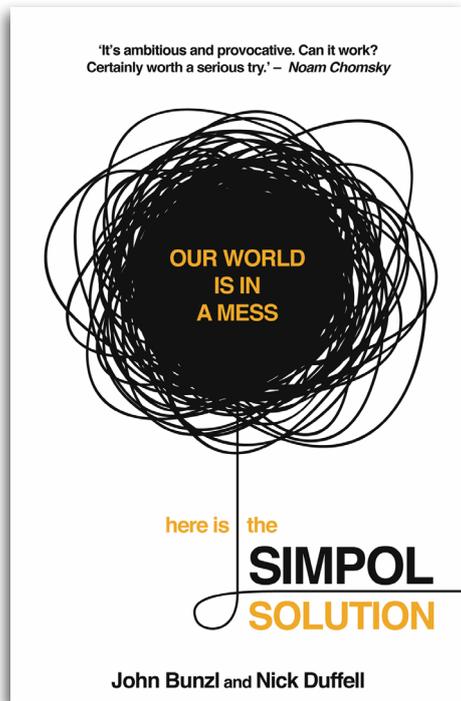




# SAVING THE WORLD WON'T BE EASY BUT IT COULD BE **SIMPOL**

PETER OWEN PUBLISHERS



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## THE SIMPOL SOLUTION

By John Bunzl and Nick Duffell

'It's ambitious and provocative. Can it work? Certainly worth a serious try.' – Noam Chomsky

**Climate change. Mass migration. Unfettered corporate power. Religious fanaticism. Inequality. Big data ... individually these problems are tough enough; combined, they are surely insurmountable. Or are they?**

#### **The Book**

The SIMPOL Solution explains why our efforts to deal with these problems are failing, and proposes new ways of thinking which can help us tackle them. Drawing on a multinational movement which is already gaining momentum among politicians and academics, this game-changing book suggests solving the world's problems could be closer than we think.

Common to all these problems is the barrier to their solution: competition. More specifically, Destructive Global Competition. No one country wishes to take the lead for real constructive change for fear of losing competitiveness – which means no-one will go first. We're in a global version of the Prisoner's Dilemma and the stakes are devastatingly high.

We can dismantle this barrier, the authors say, but first we must radically change our thinking. Blending politics and psychology, the Simultaneous Policy (SIMPOL) Solution shows us why we must all come to terms with the crippling effect of global competition and how through simultaneous cooperative action we can overcome the problems we face today and tomorrow.

Policy-makers and public figures have rallied to the cause. Thought leaders from **Ken Wilber** to **Noam Chomsky**, from **Jose-Ramos Horta** to **Ervin Laszlo** have endorsed it.



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### The Authors

JOHN BUNZL is an international campaigner. In 2000 he co-founded the International Simultaneous Policy Organization in order to help find cooperative solutions to global problems, SIMPOL now has active campaigns in 10 countries and supporters in over 100.

NICK DUFFELL is a best-selling author whose books have received wide critical acclaim for their psychological study of history, culture and power.

### Advance praise for The SIMPOL Solution

“It’s ambitious and provocative. Can it work? Certainly worth a serious try.”

**Noam Chomsky**

“National competitiveness has become one of the central myths by which we are governed. It is, in essence, a wholly corrosive process that undermines the state’s capacity to raise taxes at the same time as it tells most of us that our labour should be valued less highly. Bunzl and Duffell perform the important public function of debunking this myth, but they also go much further than that. They provide an eye-catching blueprint for thinking a radically different world into being. Challenging conditions require expansive thinking, and this book delivers suitable ambition many times over in its efforts to move us beyond the neoliberal dystopia engendered by national competitiveness discourse. It deserves to be widely read and its central aims to be widely debated.”

**Matthew Watson** Professor of Political Economy, University of Warwick; UK Economic and Social Research Council Professorial Fellow

“I nodded until I got a crick in my neck. I haven’t read a book for years that I agreed with so deeply and so consistently – nor felt so keenly that these are messages the world needs to hear. The clarity, simplicity and profound importance of this book are beyond question. Please read it, and please encourage others to do the same.”

**Prof. Simon Anholt** Founder, the Good Country, the Good Country Index and the Global Vote

“Do you want to help make a better world, but feel powerless to do so? This extraordinary book lights the way forward.”

**John Stewart** Author, *Evolution’s Arrow – The direction of evolution and the future of humanity*