

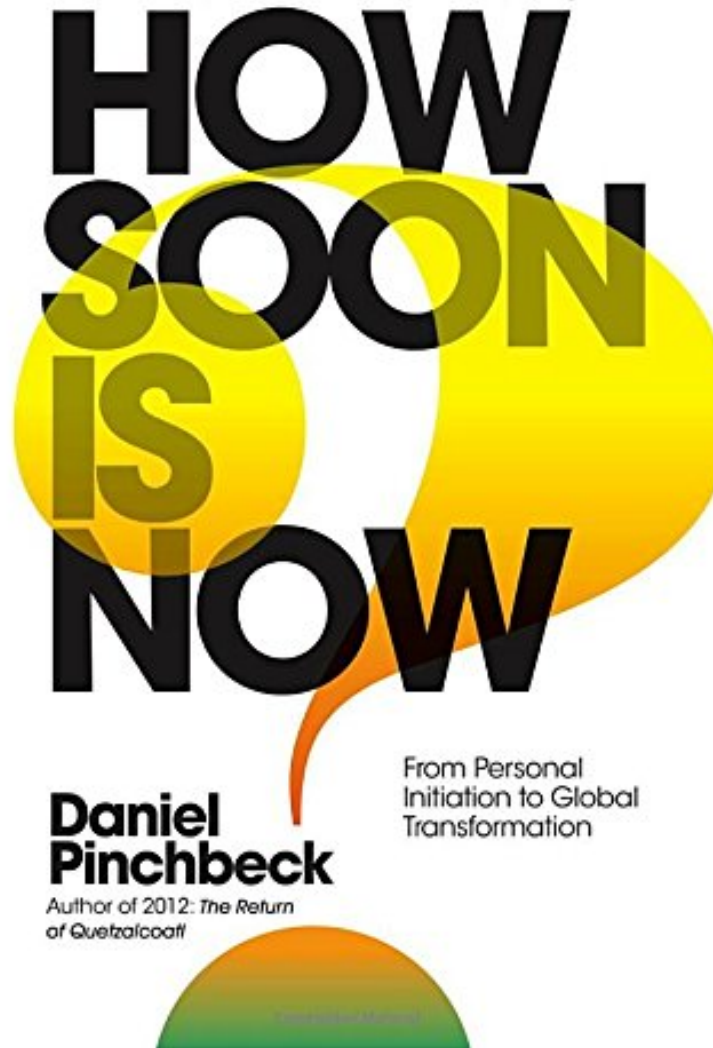
How Soon is Now: From Personal Initiation to Global Transformation

Daniel Pinchbeck

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Introduction by **Russell Brand** Preface by **Sting**



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Daniel Pinchbeck : How Soon is Now: From Personal Initiation to Global Transformation before purchasing it in order to gage whether or not it would be worth my time, and all praised How Soon is Now: From Personal Initiation to Global Transformation:

0 of 0 people found the following review helpful. A crucial guide to operating Spaceship EarthBy Patrick MulhernBuckminster 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. 13 of 14 people found the following review helpful. Ambitious work that falls short. By Eugenia This is a book that should be a quick read, but I found it to be laborious read. Mr. Pinchbeck is using the book as a way to bring attention to the environmental challenges the world is currently facing. He starts with premise that the society in general needs to achieve a higher consciousness levels in order to take the appropriate actions to preserve the earth. For him achieving higher consciousness means resorting to substances that create an alternate state of mind. And that is the first problem I have with his premise. Not once in his book he mentions the most natural approach of all - meditation. Of course, taking drugs to reach the alternate state is the easiest way to gain some insight and meditation takes a lot of effort and training. However, meditators can reach samadhi - the state of bliss when one can experience how everything and everyone is connected. Author that reverts to explaining the sources of pollution of the modern world: increase in meat consumption worldwide, particularly in highly populated countries like China and India. There are many books on the market today that explain problems related to production of meat and how the meat industry significantly drains natural resources and contributes to pollution. Then, there is the whole issue of energy: production of oil, gas and other materials that create ozone layers issues. We have issues with fracking that is causing earth to change its structure that nowadays is leading to earthquakes in places like Oklahoma that has never had earthquakes before. And the list goes on and on. His initial solution to many of these issues is the attempt to promote love. No this is a topic that I also have a problem with. Author is proponent of free love. I do not consider myself prude, but I must admit that sleeping around with unlimited number of partners in a world when new germs and viruses creep up constantly is not something I would promote no matter how consensual those relations are. There will always be people who will be proponents of such lifestyle, but I must say that even the most casual of sex can promote emotions that can be difficult to control at times. I just do not believe in free love with no consequences. Every sexual contact causes the mix of koshas (energy layers that ancient yoga texts explain in great detail). Every contact of the bodies offers the exchange of such energies that can be long lasting (yogis say it takes up to 7 years to have the smallest essence of those particles leave the body). I personally would not want anyone's emotional baggage and negative energy traces trapped in my body for such period of time. And with multitude of partners, things can only get worse. There are ways to reverse some of the negative impacts on environments and they can be implemented right away. I am disappointed that author is not focusing on the power of the new generation - young children and teenagers whose minds are not polluted with greed, negative thought patterns, etc. These new generations need to be thought in schools on how to create compost (so we can get rid of harmful fertilizers), they should be encouraged to create community gardens that will teach new generations on how to create food, herbs and other produce in limited spaces that will promote people to be self sufficient with local food production. I wish cities and other places would be encouraged to plant more trees. Children should use work study of some sort to paint their school rooftops white so that harmful sun rays can be reflected back into space. He completely overlooks the new generation of very young kids that can be thought in early age on how to be self sufficient. Why is it that we cannot promote vegan and vegetarian diet in schools in order to reduce meat consumption. Finally kids should learn meditation. At young age their brains are so open to new experiences and they could reach a new state of consciousness of learning how to keep their body healthy by exercising, their mind calm with breathing exercise, they can learn to eat healthy food and avoid eating junk all the time. He does not mention that at all. Also at times I was frustrated with authors philosophical quotations. He reminded me of a person who never went to college but read everything that came his/her way without any structure. He is a self thought philosopher who hops from one thinker to another to the point of being incoherent. The advantage is that there are so many references to other authors and their works, but the disadvantage is that he mixes those people's philosophy with their personal moral codes. For example, John Lennon may have been inspirational musician with a message that spread around the world, but he was a terrible father to his eldest child and first wife to the point of repulsion. Same goes for Steve Jobs who may have created Apple and iPhone but did not have a morsel of humanity towards anyone - even his own daughter, which is despicable in its own way. Obviously, I have mixed feelings about this book. Author's intentions are good but in my opinion they are too incoherent. His statements "things have to change or we will die" will not work with people who do not have evolved brains. Most people just look for instantaneous gratification because they do not know any better. For them change is hard and we are all going to die - so why bother. Those types of individuals will never get author's point of view - which in a world we currently live in is about 50% of the population (I am referring to US population only if one takes into consideration the results of our latest presidential election). 7 of 7 people found the following review helpful. If you aren't already doing the work to create The More Beautiful World our Hearts Know is Possible. By Whitney This book is Our Pronoic, Visionary manifesto. A wake up call that'll shake you to your core. If you aren't already doing the work to create The More Beautiful World our Hearts Know is Possible, this will startle you to begin. A brave, authentic, self reflective, visionary and revolutionary read. Daniel Pinchbeck at his best. And to requote the words I just saw from Rob Breznsny on Facebook ".....I'm also passionate about crafting a new world that will bypass the vortex of nonsense, that will render the institutionalized mayhem defunct. I value Buckminster Fuller's perspective: "You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete." Another

favorite counsel comes from sociologist David Cooperrider: "Almost without exception, everything society has considered a social advance has been prefigured first in some utopian writing." And that's why I like to commune with idealistic yet practical futurists who envision the best possible civilization we can create. Today I'm happy to say that one of those rare Big Positive Thinkers is offering a new blessing. With his book "How Soon is Now: From Personal Initiation to Global Transformation," Daniel Pinchbeck has secured his place in my Hall of Fame of Positive and Practical Insurrectionaries. The book is a manifesto. A call to zealous and compassionate action. A well-thought-out and visionary formulation of effective tactics. "

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 a huge range of resources and references Daniel Pinchbeck presents a compelling argument for the need for change on a global basis it is only when we see ourselves as one planetary tribe that this change can occur. The central thesis is that humanity has self-willed the ecological crisis in order to bring about the necessary conditions for transcendence of our current state of being, by undergoing an initiatory ordeal on a planetary scale. This collective ordeal is necessary for us to evolve from one state of being our current level of consciousness to the next. By passing through this initiation we 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, Pinchbeck's book is ultimately about the nature of the human soul and the future of our current world. He calls for an intentional and consciously designed metamorphosis of our current systems, which transform capitalist and exclusive structures into participatory, democratic, and inclusive ones, based on an integration of Eastern metaphysics, social ecology, and radical political thought. "*How Soon is Now?* gives us the context we need to understand the chaos and turbulence of our times." Sting

'It speaks to something I often say our culture sorely lacks: Rites of passage.' -Neil Strauss
How Soon is Now? gives us the context we need to understand the chaos and turbulence of our times. Sting
'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 With dangerous and admirable honesty, Pinchbeck tests his deepest held assumptions and judges his life choices in a crucible of self-doubt. It's at once an initiation for himself, and an invitation for us to ask these same sorts of questions of ourselves as individuals and a society. 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
About the Author
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*, *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 Alchemist's Kitchen*, for online retail. Daniel also edited the publishing imprint, *Evolver Editions* with North Atlantic Books. He is featured in the 2010 documentary, *2012: Time for Change* directed by Joao Amorim and produced by Mangusta Films.

He hosted the talk show, Mindshift.net, for GaiamTV.