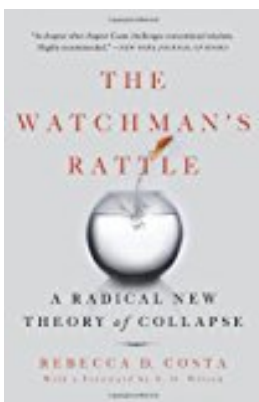


[PDF] The Watchman's Rattle: A Radical New Theory Of Collapse

Rebecca Costa - pdf download free book



Books Details:

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Description:

Review

Geri Spieler, *NY Journal of Books*

If there were a "Watchman" to protect us from danger, he would be shaking his rattle vigorously right now. We are in danger of becoming extinct, for the signs of the collapse of our civilization are

obvious, according to Rebecca Costa's excellent and thought provoking new book, *The Watchman's Rattle*.

The theme for *The Watchman's Rattle* can be summed up in the story of the sophisticated and scientifically developed Mayan society: Unproven beliefs became the substitute for facts. Once this happens, as the practice of beliefs cannot result in real solutions, the inevitability of failure takes place, and disaster is the only outcome.

Our inherent hubris about our being as evolved as we can possibly ever be, is another message that one can take from *The Watchman's Rattle*. If we do not heed the lessons of the past, if we continue to ignore all the warning signs that threaten human existence—such as global recession, powerful pandemic viruses, terrorism, rising crime, climate change, rapid depletion of the earth's resources, nuclear proliferation, and failing educational systems—we are doomed to extinction. However, if we do pay attention, Costa lays out a plan that places us in an excellent position to change a repetitive pattern of decline.

This is an excellent book, rich with challenging thoughts as well as perceptive solutions. Costa offers excellent research in this fully developed dissertation on the warning signs and potential solutions to human and global destruction.

Highly recommended.

Tina Brown, Editor-in-Chief and Founder, *The Daily Beast*

"The Gulf is drowning in oil, the housing market stumbles along, the Afghanistan conflict nears a decade long...why do all these problems seem so intractable and unstoppable? How did we get to this point of gridlock? Instead of hand-wringing we should all read Rebecca Costa's *The Watchman's Rattle* and start figuring out how to really solve these messes. Few other books have so clearly and sharply captured how our symptom-obsessed society means we're always looking for the quick-fix and easy cure rather than searching for the deeper, longer lasting solutions. Her analysis of how we got to this point mixes history, biology, economics and much more to paint a picture of a society overwhelmed by tremendous problems, but with her Silicon Valley rationality and novel guide to intuitive thinking, Costa has pointed a way forward for all of us."

E. O. Wilson, Two-Time Pulitzer Prize Winner

"I am on the side of Rebecca Costa. Let us become realists-in-search-of-a-solution rather than doomsayers."

Dr. James Watson, Nobel Laureate

"Problems eventually become too complicated for the average intelligence—in *The Watchman's Rattle*, Rebecca Costa depicts the challenges this presents."

Donald J. Trump, Real Estate Developer and Entrepreneur

"Rebecca Costa has written a riveting examination of our world's most dire and complex issues. Her message for mankind is an ultimately hopeful one as she explores her fascinating theory about the brain's ability to develop advanced problem solving techniques in times of crisis. A must read!"

Library Journal

"Costa presents innovative messages about dealing with the many issues facing modern civilization....a warning and a resource. It will give concerned readers new hope in human capability."

About the Author With a proven track record of introducing new concepts and technologies, **Rebecca Costa** is a former CEO and founder of Silicon Valley start-up, Dazai Advertising, Inc. (sold to J. Walter Thompson in 1997), whose clients have included Apple Computer, Applied Materials, Oracle Corporation, 3M, Amdahl, United TeleCom, and General Electric Corporation. She attributes her natural ability to spot global patterns to a cross-cultural education and upbringing. She graduated from the University of California, Santa Barbara, with a BA in Social Sciences, and earned an MBA from Santa Clara University. She lives on the central coast of California.

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