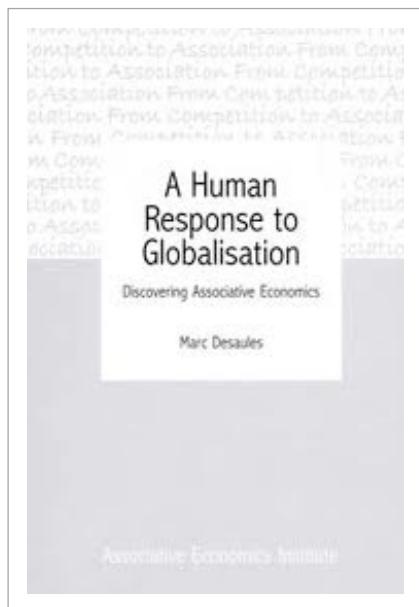


Discovering and Realising Associative Economics

These two books outlined below belong together. While Marc Desaules writes axiomatically about associative economics, asking what are its core considerations, Christopher Houghton Budd responds by saying, if that is so (which he does not doubt!), then what has to happen in the West in particular? How can capitalism be metamorphosed in the light of associative economics?

The books were written in tandem in 2003. A French edition exists of Marc Desaules's book: *Une Réponse Humaine à la Mondialisation*.



A Human Response to Globalisation – Discovering Associative Economics

Marc Desaules

The prevailing economic order imposes on humanity the doctrine of unrestrained competition in markets. This is a major problem in many respects, because this doctrine is much less reliable than it seems to be. Firstly, today's economics has little to no idea and not the slightest experience of an economy closed unto itself. Yet, the planet is a limited space and the world economy cannot but reflect this fact. Secondly, economics is based on an erroneous image of the human being that excludes the most essential part of human nature from its basic considerations. What makes us human is what unfolds out of our individuality and not what results from our general inheritance. Because of this double negligence, economics needs to revisit its image of the human being, if, as a science, it wants to be up to its task.

The Metamorphosis of Capitalism – Realising Associative Economics

Christopher Houghton Budd

The central theme of this book – the metamorphosis of capitalism – refers to the challenge humanity faces to overcome self-centredness in economic life. We are well up to such a challenge. Indeed, it is what history expects of us. At the same time, this book is about realising 'associative economics'. With its guiding image of a single global economy, characterised by cooperative endeavour and transparent accounting, associative economics offers humanity not only an important management tool, but also a means to heighten awareness and undertake transformative action, ranging from local activities such as community-supported agriculture to the macroeconomic landscape of monetary policy, financial markets, and the role of gold. But there is a 'sub plot': Can associative economics find its way into the Anglo-Saxon psyche, the 'venue' for a thorough-going rethink of the nature and purpose of economic life?

