

BOOK REVIEW

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Amit Goswami (2015), Quantum Economics: Unleashing the Power of an Economics of Consciousness, Rainbow Ridge Books, Virginia. Paperback. Price: \$ 17.95

and

Jim Alvino and Amit Goswami (2015), The Business Person's Guide to Demystifying and Implementing Quantum Economics in the Workplace, Quantum Economics Business Coaching™, USA. Unpriced.

I am dealing here with two non-economists who have very confidently ventured into writing about a new branch of economics that also revolutionizes the field of commerce and changes the methods by which business is conducted in the 21st century. Jim Alvino is a philosopher with Kantian leanings, and Amit Goswami, a quantum physicist. These writers do an amazing interdisciplinary work that draws on old as also cutting edge research in quantum mechanics or physics, philosophy and ethics, medicine, biology (morphogenesis), money and finance and economic theories, psychology, politics, literature and poetry, religion and spirituality and guru business, ecology/environmentalism, the chakra points and ayurveda and other non-allopathic medical systems, vedas and upanishads, neuroscience, behaviourism, management, technology, measurement of intangibles, etc.

Quantum economics or economics within consciousness as the new economics promises to solve the big-time economic items that plague us today and give us frequent crisis conditions. The new economics, according to the writers under review here, is good for

- (a) the remedies of business cycles and for preventing economic meltdowns;
- (b) creating the new arenas of economic activities that will bring meaningful jobs to humans;
- (c) creating new capital in the form of human capital;
- (d) solving the problem of government interventions via supply side economics or demand-side economics and how to keep the free market as free as possible;
- (e) dealing with globalization and its discontents;
- (f) achieving an economy of sustainability; and
- (g) eliminating wealth disparity between classes, poverty and hunger.

The authors exude exuberant optimism that we will never again have economic problems that require more than a little tinkering for their solutions; we will never have meltdowns like the great depression of the 1930s and the recent great recession of late 2000s. They do poke at the mainstream as well as heterodox economists thus: “It took World War II, not economic theories, to get out of the great depression. How we can rest assured that we will not need another similar catastrophe to keep out of future great recessions?”

Professional economists have not reacted or responded to these writers to whom this is not surprising because economists are still unable to get rid of their worldviews based on scientific materialism/Newtonian physics.

All that is required now is to say no to scientific materialism based variegated intellectual pursuits and say yes to quantum physics based

based quantum worldview based variegated intellectual pursuits. In chapters 13 and 14, Amit Goswami gives a very cogent as also rigorous critique of scientific materialism and how economics can be reinvented on the basis of quantum physics instead.

While many still think that despite its 100 years history, quantum physics is still really “just mumbo jumbo, nonsense, poppycock, B.S., hogwash, and drivel”, there are those who think that it has got very little hogwash and that it is difficult for the average person to understand, and that honestly a lot of it does not make sense until one studies it for years, but that does not make it invalid. I have read these writings many a time just like a foodie is repeatedly drawn to “enchiladas and burritos”, but they have not yet sunk into me. All the same I give a concrete flavour of some snippets of their confident argumentation and assertions as follows, without using the technical terminology of quantum mechanics, from the viewpoint of the role of a new business person in the new economy based on quantum worldview.

Quantum economics takes the bold view that the current economic paradigm based on scientific materialism, is unsustainable and built on the false premises of unlimited material resources, on the one hand, and a crippled model of human capital, on the other, one which denies or ignores a person’s vital energies and “subtle bodies” as described by Carl Jung and one’s inherent “hierarchy of needs” as delineated by Abraham Maslow. Businesses which fail to find a way to genuinely incorporate such metaphysical frameworks into their business models will progressively lose market share to those that do, and will hasten the timeframe for closing their doors.

The very foundation on which one's business is based—that of scientific materialism—is flawed to the core. The notion that matter alone defines what is real, to the exclusion of other more subtle realities that we acknowledge and experience every day, simply belies the truth of human reality as well as that of Consciousness itself.

Consciousness is the facility by which we know; it is our awareness that illumines reality and makes knowledge and experience possible. Further, it is the creative power of the individual which is embedded in a higher Consciousness from which the individual derives life force, sustenance, and creativity. Consciousness is both the highest and deepest agency of creation. Whether one chooses to spiritualise or secularise Consciousness, quantum physics provides the only inclusive model for comprehending the laws that govern the totality of the universe as currently know it.

A quantum activist business leader is one who converts the relationship between buyer and seller from one that is merely transactional to that which is transformational. The latter seeks to balance the variables in the economic equation between statistical predictability of costs and margins, with innovations on behalf of the consumer, where buyers can explore and sellers monetize feelings, meanings and values that enrich both parties energetically as well as their pockets.

If one's business model falls under “alternative” wellness, Eastern therapies, nutritional supplements, anti-aging products, law of attraction or related energetic practices, or any procedure or approach purporting to address the development of the whole person, subjective (inside) as well as objective (outside), one may not be taken fully seriously by the mainstream, although such fields and methods represent growing,

multi-million dollar industries that have been gaining awareness, respect and use worldwide by lay persons and professionals alike. In the US, for instance, not even massive lobbies like the American Medical Association, American Dairy Association, North American Meat Institute, the pharmaceutical industry, and other behemoth forces of the status quo can quell the unfoldment of Consciousness in these domains.

The reason is this. The purposeful evolution of Consciousness brings to fruition with greater and greater clarity the multi-world dimensionality of the human experience. Moreover, the marketplace has been changing radically over the last 20 years reflecting greater accessibility to knowledge, information and e-commerce via the internet and social media. This is a double-edged sword as, on the one hand, the increased demands of information processing on us are having a stifling effect on our capacity to process meaning—e.g. “Who am I?, Why am I here?, What is life about?”. On the other hand, once the genie of self-awareness and personal development is let out of the bottle, people long for meaning and want more and more to fulfill their higher needs and highest potential.

As pointed out earlier, Maslow had catalogued a progression of needs moving from satisfying basic physiological and safety needs to love, self-esteem and self-actualisation, which is the pinnacle of fulfillment and authenticity as a human being. This developmental progression parallels the gradual growth in an individual, and societal populations at large, from greater to lesser degrees of homogeneity, to greater degrees of heterogeneity. This means, as we move up Maslow’s pyramid from its base of survival, then ascend as it reflects the higher needs of love, self-esteem and fulfillment, we become more differentiated through authenticity and distinctness as an individual.

But today's statistical models, which are based on the deeply entrenched tenets of scientific materialism and treat everyone as a set of predictable numbers, reduce one's natural and inherent heterogeneity to a de-contextualised and sterile homogeneity. The quantum activist business leader is one who escapes this "sea of sameness" and crafts a Unique Value Proposition that caters to people's heterogeneity, to their authenticity and individuality. Quantum economics thus illustrates the critical importance of putting value on and giving attention to the subtle, "internal environment" of the person—i.e. to Maslow's higher needs—as well as the external environment. This implies an expansion of capitalism to include exploring the vital domain of feeling, mental domain of thinking, and supramental domain of intuiting and creating innovative products and services to address these domains. Unlike physical resources, which are limited and finite, these subtle domains are unlimited and infinite and provide additional opportunities for the business person to profit by engaging their customers and clients in transformational exchange that extends "lifetime relationship" (LTR) and "lifetime value" (LTV).

This is not all. Quantum economics takes the view that today's common business practices of production, manufacturing and operational efficiencies do violence to the development of higher human needs and, in the long run, to a society's bank of human capital. In contrast to this resultant wasteland of human potential, quantum econ asserts that infusing meaning and purpose back into labour will lead to greater profit and allround satisfaction. The challenge for a successful business is to provide meaningful jobs. Furthermore, quantum economics postulates that any decision to "go green" in terms of reduce, reuse and recycle is an acknowledgement of the finiteness of material resources and an understanding that environmental pollution reduces access to vital energy.

As such, the quantum activist business person is one who will also cultivate a deeper ecology, one which places value on the inner, subtle, worlds or environments as well as the external.

Quantum econ predicts that social contribution will eventually be integrated into the very fabric of every business model in recognition and acknowledgement that “giving back” is really “paying it forward” to a shared and collective future, so much so that “maximize profit, do social good, and build a living legacy” is not an empty slogan. New capitalism on these lines thrives on continuous infusion of subtle energy through

- (a) intentionality of purpose, to be in alignment with the purposeful evolution of Consciousness, and to educate the consumer on the implications of their buying decisions;
- (b) deliberate and explicit promotion, commoditization, and supporting of development of human capital through delivery of products/services and social contribution; and by providing opportunities for others to participate as well;
- (c) incorporation into one’s specific customer service model, attentiveness, directly and/or indirectly, to subtle body and vital energy needs reflected in the higher chakras or in Maslow’s sense; and
- (d) engagement of all stakeholders in one’s business in a “visceral feedback loop” whereby positive brain circuitry (i.e. the range of wellness emotions) is consistently cultivated in every facet of one’s enterprise: identification, acquisition, retention of one’s ideal client, staff development, sales and marketing, strategic alliances, product development, customer service, etc.

Finally, quantum economics maintains that concurrent with the redefinition and expansion of capitalism to include the subtle domains and vital energies, are a redefinition and expansion of a country's Gross Domestic Product. Doing so will permit the infinite realm of subjectivity to be factored into the equation; establish criteria by which to measure a nation's net gain or loss of subtle energy, which equates to "spiritual currency"; and enable estimates/assessment of a country's overall contribution to vital (feeling), mental (meaning) and supramental (intuitive) "wealth". This we may call our Gross Domestic Wellness of Being. This is a possibility based on the quantum worldview and quantum activism based on quantum physics as a physics of possibilities!

Are these writers acting as peddlers of dreams or utopia by smoking pot as it were? I do not think so. Can there ever be "problem-free capitalism" by the implementation of their ideas? This is a daunting 100 million dollar question indeed. All the same, I salute the writers for at least changing the definition of economics. The definition of new economics now implies management of ALL the places we live—not just our physical reality but equally so our more subtle domains of the heart, mind and spirit or soul. In so doing, the writers transcend Adam Smith's capitalism that recognizes only our material needs and arrive at quantum economics that includes our subtle and spiritual needs as well. I also salute them for asserting boldly that quantum physics based quantum worldview helps us develop a science of the whole human experience.

I am happy to bring to the notice of the readers these writings by way of this brief book reviewing in this journal of a multi-disciplinary college I hold in esteem. I shall be happy if the readers are induced to review our state of affairs in light of these writings with an open mind, i.e. by becoming ideology-free.