

# HOURLBOOKS

Books that take an hour to read  
to shift minds and shape a brighter future

## Why Hourbooks? Why now?

We are at a crossroads, facing multiple existential crises. We need to change course, consciously and collectively.

*A new worldview is dawning  
— a mindset that can shift  
everything.*

It is rooted in leading-edge science and the wisdom of our spiritual traditions: everything in our universe exists in relationship from the vast expanse of the cosmos to the intimate world of nano particles.

**We believe** that crisis is opportunity for profound awakening, a chance to reshape our human systems in alignment with living systems. That real change begins with informed and enlightened communities — and books are the educational medium par excellence!

**Our aim** is to catalyze a broad awakening by delivering millions of printed books directly into the hands, minds, and hearts of strategic readers — not as commodities but as gifts.

**We serve** forward-thinking institutes and organizations by making their transformational content widely accessible, and promoting it to broad new audiences.

**How will we do it?** We collaborate with these organizations to create books based on their important content. Together we find sponsors to fund the distribution of thousands of these print books as gifts to the organizations' networks and target audiences, including community groups, policy makers, universities, and libraries.

## Readers will pay it forward

Everyone who receives a book as a gift is invited to pay it forward by giving books to their family and friends, book club, city council, League of Women Voters, Chamber of Commerce, church, synagogue, mosque, etc.

**Hourbooks are beautiful books,** instantly recognizable (think Penguin) and consistent in format. Written in accessible language with fine illustrations and helpful resources, they are an accessible, intelligent, and timely read.

**Our first book,  
Regenerative Economics:  
Economics for a Living Planet,  
is underway.**

Our partner is Capital Institute, a non-partisan think tank with a focus on how the universal patterns and principles sustaining healthy living systems in the natural world can be applied to create a vibrant economy: a profound reason for hope in our troubled times.

*Continued overleaf*

---

*A river of giving flows through it  
and the current is care, commitment, and connection.*

# Regenerative Economics

## *Economics for a Living Planet*

Launching on Earth Day 2024



### Regenerative Economics: *Economics for a Living Planet*

The first book in **The Regenerative Series**, is based on the work of John Fullerton, founder of Capital Institute.

After 20 years on Wall Street, John left in 2001 with questions that led to his life's work re-imagining economics as a source of ecological harmony and equitable well-being:

*"We can — and must — bring our economic theory and practice into alignment with our latest understanding of how the universe and our humanity actually work!"*

---

## Outline of the book

### Part I. Business as usual

This chapter explores how current economic thinking is the root cause of our multiple crises plus how its underlying assumptions are based in 19th Century reductionist science.

### Part II. Economics in service of Life

What conditions would enable us to unlock the abundance found in the natural world? John describes 8 universal principles as guidelines to transform the human economy.

### Part III. What difference does it make?

How these principles transform the fields of Leadership, Agriculture, Finance, and Technology.\* Stories from experienced changemakers on the leading edge.

### Part IV. What you can do

Take heart that times of breakdown are also times of breakthrough. Though we are all in this together, it will just take enough of us to reach a tipping point. Are you in?

### Resources

A list and description of organizations and opportunities to join or support, plus numerous links to sources for further learning.

### Last page

*You received this book because of care and belief it will make a difference. Use this QR code to buy a minimum of five books to pay it forward and join the river of giving.*

\* These are the topics of the next four Hourbooks in The Regenerative Series