

Table of Contents

PART ONE: INTRODUCTION

I.	Economic Succession	3
	THE MISSING LINK	5
	THE “C”-WORD	8
	THIS BOOK	12
	<i>Disclaimer</i>	13
	<i>Structural Arguments</i>	14
II.	Growing Up Global	18
	A NEW WORLD ORDER	20
	FROM YONKERS TO WHARTON	22
	NEW DAWN FOR BUSINESS	24
	ROBERT McNAMARA, ENFORCER	28
	FORTY YEARS LATER	32
III.	The Copenhagen Conundrum	35
	CARBON DEBT	36
	COCHABAMBA, BOLIVIA	39
	THE CANCÚN CONUNDRUM	41
	THE MORALES CONUNDRUM	43
 PART TWO: THE FATAL FLAWS OF CAPITALISM		
IV.	Intrinsic Amorality & Corporate Schizophrenia	51
	IS GREED GOOD?	58
	EVERYDAY LIFE IN ADVERTISING	62
	ARE CORPORATIONS PEOPLE?	68
	CORPORATIONS ARE MACHINES	71

THE POWERS OF RECEIVED IMAGES	210
<i>Are You Immune?</i>	210
<i>Is Television Real?</i>	211
“Truth” in Advertising	213
Virtual Reality	216
GLOBAL CONTROL	218
<i>AOL-Time Warner</i>	220
<i>Disney</i>	220
<i>The News Corporation</i>	220
CRISIS POINT	222
 XI. Capitalism or Happiness	226
LAISSEZ-FAIRE	227
DOING THE NUMBERS	228
CONSEQUENCES OF INEQUITY	232
ECONOMICS OF HAPPINESS	234
SUFFICIENCY	237
SUMMARIES & AFTERTHOUGHTS	239
 PART THREE: EPILOGUE	247
XII. Which Way Out?	247
FOUR MEGASHIFTS TOWARD A NEW ECONOMICS	251
1. <i>Nature Comes First</i>	251
2. <i>The Primacy of Scale: Not Globalization, Localization</i>	257
3. <i>Experiments in Corporate Values and Structure</i>	266
4. <i>Hybrid Economics</i>	273
UNCHARTED TERRITORY	280
 Bibliography	285
Organizations	293
Acknowledgments	295
Index	297