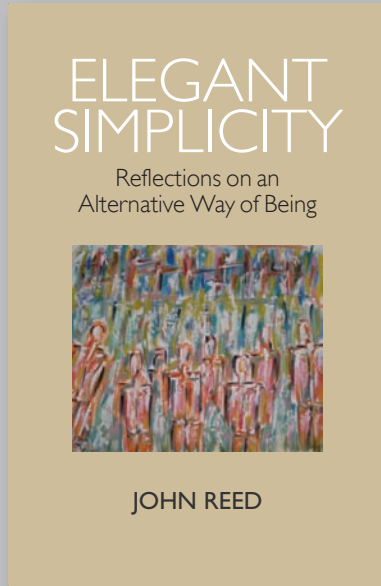


ELEGANT SIMPLICITY

Reflections on an Alternative Way of Being

JOHN REED



'An Indian Professor of Economics stood up at the Davos Forum some years ago and said that the emerging countries of the world should not aspire to western standards of living but that we should all learn to live in "elegant simplicity". At the time this struck me as an unusually wise statement and events since have proved it to be extremely prescient.'

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In this important, challenging and timely book, John Reed makes reference to the millennial wisdom teachings of all traditions to indicate that the ego, by obscuring the need for inner change, is not only an obstacle to our survival in the future, but also to our happiness in the present. In face of the rising complexities of our modern world, the author reveals that only in inner and outer simplicity can true fulfillment be found. By demanding less, we should be ready to give more. Instead of using nature as a dispensable commodity, we can respect our natural environment, conserve its beauty and sense our affiliation to it. By freeing ourselves from the constraints of egoism, we discover that elegant simplicity is not only a fundamental expression of our true human nature, but also a possible solution to the mounting psychological, social, economic and ecological challenges that we face in the world today.

John Reed was born in Brazil in 1946 of a Brazilian mother and British father. Educated in Britain and Canada, he has lived and worked at various occupations in France and the US. He presently splits his time between South West France and New England, where he and his French wife have an Art and Antiques business in Maine.

Copies are expected to be available in April 2010. For any queries, please contact the publisher, Calder Walker Associates, at alangw@copperstream.co.uk.



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