

THE ECONOMICS OF HAPPINESS: BUILDING GENUINE WEALTH



New Society Publishers, United States, 2007. Paperback. Book Condition: New. 226 x 157 mm. Language: English . Brand New Book. We all know that money can't buy you love or happiness, but we have been living our lives as though the accumulation of wealth is the key to our dreams. Why, in spite of increasing economic prosperity over the past fifty years, are many conditions of well-being in decline and rates of happiness largely unchanged since the 1950s? Why do our measures of economic progress not reflect the values that make us happy: supportive relationships, meaningful work, a healthy environment, and our spiritual well-being? Economist Mark Anielski developed a new and practical economic model called Genuine Wealth to measure the real determinants of well-being and help redefine progress. The Economics of Happiness shows: * How economics, capitalism, accounting, and banking, which dominate our consciousness, can be reoriented toward the pursuit of genuine happiness * How to rediscover the original meaning of the language of economics * How to measure the five capitals of Genuine Wealth: human, social, natural, built, and financial * How nations, governments, communities, and businesses are using the Genuine Wealth model to build a new economy of well-being * How you and your family can apply the Genuine Wealth model in your lives Anielski's road map toward this vision of flourishing economies of well-being will resonate with individuals, communities, and governments interested in issues of sustainability and quality of life. Mark Anielski is an ecological economist and president of his family-owned corporation, which specializes in the economics of well-being.



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