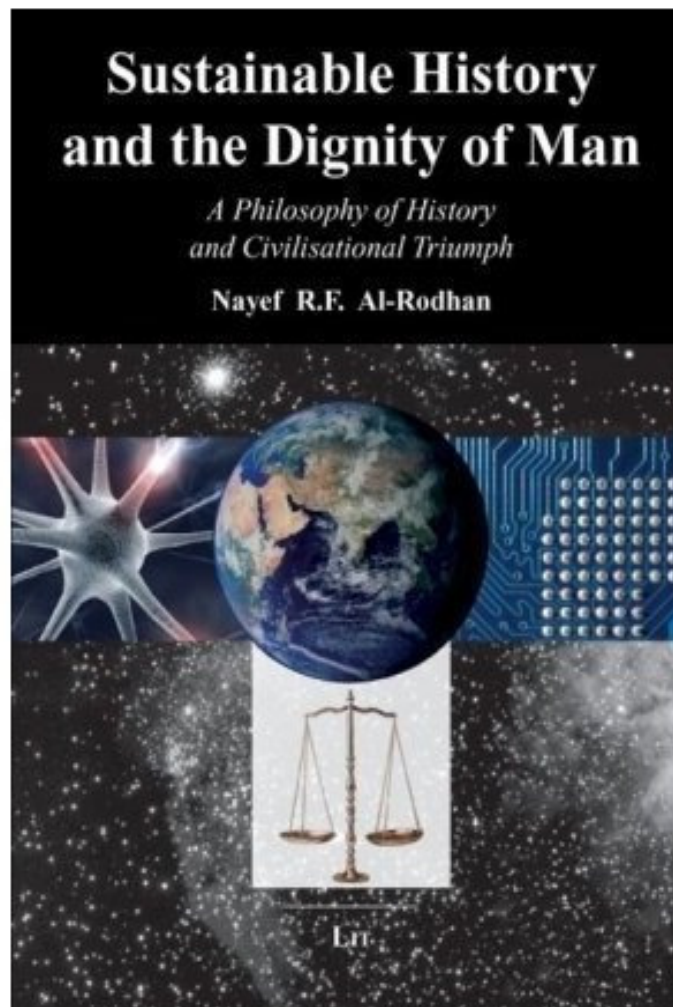


Media Kit

Sustainable History and the Dignity of Man: *A Philosophy of History and Civilisational Triumph*

by Nayef R.F. Al-Rodhan



Profound New Philosophy of History Challenges Marx, Hegel and Fukuyama

FOR IMMEDIATE RELEASE

With the launch of his newest book, **Sustainable History and the Dignity of Man: A Philosophy of History and Civilisational Triumph**, Dr. Nayef Al-Rodhan reveals a new perspective on the philosophy of history in contrast to those of 19th century philosophers Georg Wilhelm Friedrich Hegel and Karl Marx and today's Francis Fukuyama.

"I felt that there was a gap in the understanding of what 'propels/drives' human history," says Dr. Al-Rodhan. "I felt that all previous philosophies of history, while very useful, were incomplete. I also realized that the Information and Communication Technology Revolution has changed the global game radically. So I set out in my theory of history to provide a more comprehensive approach."

The 472-page work explores the balance that must occur between the emotional, moral, and self-interest aspects of human nature and values that span all cultures, such as reason, security, and human rights, in order to "guarantee human dignity for all at all times and under all circumstances." Al-Rodhan asserts that all cultures must succeed individually if humanity as a whole is to prosper.

In addressing the matter of worldwide prosperity, the author first lays the foundation with the questions where are we, who are we, why are we here, and what do we know for certain? He then develops the discussion into how we can collectively succeed, attain dignity and justice, and effectively govern ourselves on the national and global levels.

"Dr. Nayef R.F. Al-Rodhan challenges us to grapple with the meaning of history and how it could lead to the improvement of the human condition. This book presents his views on how a sustainable history based on human dignity could be achieved. In his opinion, this requires good governance, based on "reason, security, human rights, accountability, transparency, justice, opportunity, innovation and inclusiveness." I agree, and I hope that the path laid out in this book attracts many followers," said former president Jimmy Carter.

Sustainable History and the Dignity of Man marks the 17th published work by Nayef Al-Rodhan. As a Philosopher, Neuroscientist, and Geostrategist, his writings center on his theories and concepts regarding global politics, security, and geostrategy.

Published by LIT Publishers, the book is available for sale at the Amazon websites in the United States, the United Kingdom, Germany, France, Canada, and Japan.

For more information on *Sustainable History and the Dignity of Man* and all of Nayef Al-Rodhan's books, please visit www.sustainablehistory.com.

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About the Author

Dr. Nayef Al-Rodhan is Senior Member of St. Antony's College at Oxford University, Oxford, United Kingdom, and Senior Scholar in Geostrategy and Director of the Geopolitics of Globalisation and Transnational Security at the Geneva Centre for Security Policy, Geneva, Switzerland. He trained in Neurosurgery and Neuroscience research at Yale University, Harvard University, and the Mayo Clinic. At Harvard, he founded the neurotechnology programme, headed translational research, and founded a laboratory for cellular neurosurgery. He was on the faculty of the Harvard Medical School, published extensively on neuroscience research and won several research prizes. He has proposed many innovative theories and concepts in global politics, security, and geostrategy and has published 17 books. For more information on his ideas and publications, please see www.sustainablehistory.com.

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About the Book

In Sustainable History and the Dignity of Man: A Philosophy of History and Civilisational Triumph, author Dr. Nayef Al-Rodhan presents a new philosophy on achieving human prosperity across all cultures for all time. His modern take on the philosophy of history challenges the work and views of philosophers Georg Wilhelm Friedrich Hegel in the early 19th century, Karl Marx in the mid-19th century, and his contemporary Francis Fukuyama.

The author sets a broad foundation with initial chapters covering the questions where are we, who are we, why are we here, and what do we know for certain? From the grassroots topics of the existence of the universe and human life, the discussion continues on to identify the inherent characteristics of human nature – emotionality, amorality, and egoisms. The author theorizes that what makes human existence meaningful is highly subjective based on “sustainable neurochemical gratification” and that human knowledge is indeterminate, without boundary, yet constrained by lifespan, space, and culture.

Part Two of the book starts by answering the questions: how can we collectively succeed, how can dignity be attained, and how do we achieve justice? Al-Rodhan asserts that all cultures must succeed individually if humanity as a whole is to prosper. He poses that by employing innovation and reason, decreasing adherence to dogma, and developing mutual respect and tolerance for diversity, human civilization will build a lasting foundation toward attaining prosperity. The author identifies these essential elements for all humans, regardless of culture, to flourish and obtain dignity: reason, security, human rights, accountability, transparency, justice, opportunity, innovation, and inclusiveness. These human needs, Al-Rodhan states, create balance with the characteristics of human nature and are achieved through good national and global governance. He outlines the minimum criteria for “good governance” that appeal to global values while remaining cognizant of cultural sensitivities and histories.

The issues of sustainable security, international relations, conducting state affairs, and interrelations among cultures make up the final chapters followed by a conclusion on the future of human civilization.

Diagrams and summary tables are present throughout the book to further illustrate and aid understanding, and each chapter closes with a summary of key concepts. Additionally, an extensive glossary at the back provides definitions for terms coined by Al-Rodhan and other complex terminology.

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Backcover Blurb

SUSTAINABLE HISTORY AND THE DIGNITY OF MAN is a new philosophy of **history**. This volume outlines how sustainable history is **propelled by good governance**, which balances the tension between the attributes of human nature – emotionality, amorality and egoisms – and human dignity needs, such as reason, security, human rights, accountability, transparency, justice, opportunity, innovation and inclusiveness. The author proposes minimum criteria for good governance that are **sensitive to local cultures and histories** but meet certain common global values to ensure maximum and sustainable moral and political cooperation. Using an **ocean model of a single collective human civilisation**, the author argues that we should think in terms of a common human story that is comprised of **multiple geo-cultural domains and sub-cultures** with a history of **mutual borrowing and synergies**. The author argues that, today, **all geo-cultural domains must succeed if humanity as a whole is to triumph**. This collective triumph will also depend on **reason** and a recognition that a great deal of knowledge is indeterminate and may be temporally, spatially and perhaps culturally constrained, as is outlined in the author's new **theory of knowledge: "Neuro-rational Physicalism"**.

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What People Are Saying

"Dr. Nayef R.F. Al-Rodhan challenges us to grapple with the meaning of history and how it could lead to the improvement of the human condition. This book presents his views on how a sustainable history based on human dignity could be achieved. In his opinion, this requires good governance, based on 'reason, security, human rights, accountability, transparency, justice, opportunity, innovation and inclusiveness.' I agree, and I hope that the path laid out in this book attracts many followers."

Former President Jimmy Carter
39th President of the United States.

"No one seeking to understand the modern condition can afford to ignore Dr. Al-Rodhan's inspiring book, a profound analysis of the core values around which effective global governance can be built and sustained."

Lord Anthony Giddens
House of Lords, Former President
London School of Economics and Political Science (United Kingdom).

"This book is an exceptionally wide-ranging examination of past and present approaches to the securing of a qualitatively adequate social life on the planet. The need for intercultural dialogue is pressing and stated as a matter of urgency in the text. That

argument is well-presented, and it is helpfully accompanied by a large amount of empirical evidence. The book is also a strong and ethically attractive humanist statement about the value of human interaction that incorporates a vision of mutual respect based on a mixture of scientific arguments and normative aspirations. Those features are very impressive.”

Professor Michael Freeden

Professor of Politics; Director, Centre for Political Ideologies; Professorial Fellow
Mansfield College, University of Oxford (United Kingdom).

“One of the primary errors that potential readers of *Sustainable History and the Dignity of Man* could make is to take for granted that here is a book that, due to the immensity and complexity of its subject matter, would be a worthy read that concerned citizens might get around to perusing one day. [...] it is a book that travels to unexplored crossroads with many fresh "big ideas" that will certainly resonate for weeks and months after you have put it down [...] Drawing on his vast knowledge of the field of neuroscience, Dr. Al-Rodhan presents his philosophical theories concerning human nature and explores its ramifications vis-à-vis politics, national and global security, inter-state relations, and the future of man [...] Dr. Al-Rodhan details an array of compelling arguments and novel insights that are supported by a great deal of empirical evidence. [...] *Sustainable History and the Dignity of Man* certainly provides us with a persuasive map and is an overdue and worthy contribution to the literature of the sustainability of history.”

Norm Goldman

Publisher and Editor
Bookpleasures.com.

Quick Facts

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