

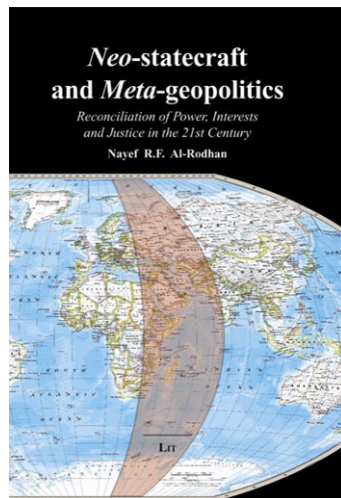
A Primer for World Peace? New Book by Dr. Nayef Al-Rodhan Insists that Human Nature and Sustainable Peace Are Not Mutually Exclusive

***Neo-statecraft and Meta-geopolitics: Reconciliation of Power, Interests and Justice in the 21st Century* by Dr. Nayef Al-Rodhan is a Handbook for Global Strategy and Diplomacy.**

Geneva, Switzerland, 19 October, 2010 — **Dr. Nayef Al-Rodhan's** new book breaks down conducting statecraft in the 21st century and suggests that in order to achieve sustainable national interests and power in a peaceful way, it is imperative to reconcile the eight global interests as he defines them, and to make global justice a national interest of all states. He also advocates a new and innovative *Meta-geopolitics* paradigm that looks at power relations between states and defines seven capacities for each state. ***Neo-statecraft and Meta-geopolitics*** provides a new and innovative framework for decision making in global and national politics.

These days, every pundit, radio talk show host, and armchair critic has an opinion about the world's worst problems: war, starvation, disease, climate change, and human rights violations. Broadcast and print media are rife with sound bites and bumper-sticker zingers, with many participants rancorously focused on blaming “the other guys” – the other political party, religion, industry, country, or region – for the problem. Few problems are however solved, but most listeners' worldviews remain safely intact, the station owners and sponsors are happy, and the human race continues on its path to self-destruction.

As adversarial as public discourse often gets, there seems to be one point on which many disparate factions agree: world peace is a pipe dream, human nature being what it is, after all. But is that an immutable truth? Not according to award-winning Neuroscientist, Philosopher and Geostrategist **Dr. Nayef Al-Rodhan**, author of a new book, ***Neo-statecraft and Meta-geopolitics: Reconciliation of Power, Interests and Justice in the 21st Century***. It's a rather complex title that doesn't roll off the tongue easily, and the book is not exactly light reading. That's only appropriate because the world is an increasingly complex place, and the solution to its problems can't be figured out in a one-hour radio show or summarized in a five-minute segment on the evening news.



Dr. Nayef Al-Rodhan, who holds both an M.D., and a Ph.D., has published extensively on Neuroscience research and has won several research prizes. Those who question the leap from Neuroscience to Geopolitical policy should consider that most world conflicts are caused by conflicting self-interest. And, as Dr. Nayef Al-Rodhan wrote in a previous book, *Sustainable History and the Dignity of Man*:

Self-interest is driven by neurochemically mediated emotions. Human behaviour is governed primarily by emotional self-interest focused initially on survival and, once achieved, domination. These facets of human nature are a product of genetically coded survival instincts modified by the totality of our environment and expressed as neurochemically-mediated emotions and actions. Reason, reflection and conscious morality are comparatively rare. What I call emotional self-interest constitutes a major driver of human nature. Measured self-interest may, of course, have a number of positive consequences, including cooperation under some circumstances. However, excessive general self-interest risks leading to deception, criminality and conflict. In order to minimise its harmful effects, mechanisms need to be put in place that check unregulated general self-interest. Good governance should, for example, include adequate checks on government powers and effective law enforcement, as well as the defence of human rights and their extension to include basic physiological needs...

In light of this, it makes sense that Dr. Nayef Al-Rodhan would choose to apply his learning and research to figuring out ways to help fix the world's ills by a better understanding of the role of human nature in public policy. Dr. Nayef Al-Rodhan believes it is possible to create and incorporate policies that take our deepest needs into account, resulting in more of a win-win scenario for everyone. In other words, we should work with nature instead of against it. The key to world peace and cooperative national policies, and to solving or at least ameliorating some of the great problems that have long plagued humankind, lies in a new approach to statecraft – “*Neo-statecraft*,” – and the understanding of what Dr. Al-Rodhan calls “*Meta-geopolitics*.” Neither of these is a trending topic on Twitter, but maybe they should be. For in *Neo-statecraft*, as outlined by Dr. Al-Rodhan, lies the secret to managing the planet's most vexing problems, some of which threaten the very survival of our species. *Meta-Geopolitics* reaches beyond conventional geopolitical theory by taking into account additional states capacities such as health and social issues, the environment, science, and human potential. In fact, it is the addition of social and environmental issues that sets Dr. Al-Rodhan's ideas apart from more traditional approaches to statecraft. But perhaps the true hints that world harmony might someday be possible lie in his ideas about justice, peaceful coexistence, and balancing the interests of the individual with those of the state – and the interests of the state with those of the planet as a whole.

That's quite a balancing act.

It won't be easy, particularly when prevailing attitudes and existing policies are products of past eras. As Dr. Nayef Al-Rodhan writes in *Neo-statecraft and Meta-geopolitics*, “*Although the state as an entity in international relations is still predominant and is unlikely to go away anytime soon, statesmen today have to be concerned about much more than just the safety of their own country.*” While the neo-isolationists, particularly those who cling to notions of

“American exceptionalism,” might rail against a more global perspective, current events are trending against these ideas. What seems clear is that international conflicts are more complex in today’s brave new world, and they demand creative new approaches.

The world has certainly changed and continues to change in ways that the statesman of old days could scarcely have imagined. Numerous factors – including advances in military and civilian technology, and a general increase in connectivity between countries – allow conflicts to escalate more rapidly than ever before. Whether our morality and sense of justice as a species will catch up with our technology before we annihilate ourselves has been a looming question for at least the past forty years.

But Dr. Nayef Al-Rodhan holds out hope for the human race, and has made it his life’s work to expound upon that hope, carefully outlining theories that can be translated to workable policy. He really does believe that seemingly conflicting interests can be reconciled, and that human beings all over the world will be happier for it.

As he wrote in another work, *“emotional amoral egoism”*, *“Policy must always be compassionate and humane not only for moral reasons but primarily because it is in every state’s national interest in today’s interconnected and globalised world.”*
In fact, that might make a pretty good sound bite.

Acclaim for *Neo-statecraft and Meta-geopolitics*

“This book offers a refreshing and ambitious re-examination of the nature of statecraft and geopolitics and contains a number of relevant concepts that can be translated into brand-new research and ambitious policy goals. Building on a number of his previous concepts, the author continues a remarkable endeavour aimed at updating and adapting traditional geopolitical perceptions. Step by step, brick after brick, the author is clearly building a major comprehensive contribution to strategic thinking and diplomacy.”

~ Professor François Géré, Director of Research at Paris 3 Sorbonne Nouvelle and President of the French Institute for Strategic Analysis (IFAS), Paris, France

“This book provides a carefully crafted description of how the international system is being transformed and defines the challenges facing contemporary statecraft in handling that transformation. Nayef Al-Rodhan has undertaken this enormous task by defining the concept of meta-geopolitics and addressing potential future problems while making full use of the analytical tools that he has developed. It is a unique and intellectually courageous undertaking that will help us gain deeper insights into the many dimensions of current and future security challenges.”

~ Ambassador Rolf Ekéus, Chairman of the Stockholm International Peace Research Institute SIPRI, Stockholm, Sweden.

Neo-statecraft and Meta-geopolitics and other publications are available for sale online at Amazon.com and other channels. For more information go to:

<http://www.sustainablehistory.com/neo-statecraft-and-meta-geopolitics.html>

About the Author:

Dr. Nayef Al-Rodhan is Senior Member of St. Anthony's College at Oxford University, Oxford, United Kingdom and Senior Scholar in Geostrategy and Director of the Geopolitics of Globalisation and Transnational Security Programme 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. Further information on Dr. Nayef Al-Rodhan's publications and ideas can be found on www.sustainablehistory.com.

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