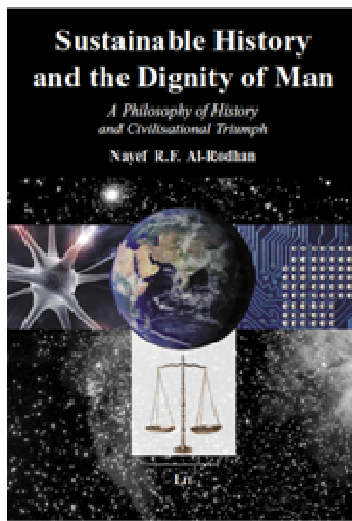


New Book Challenges Philosophies of Marx, Hegel and Fukuyama

“Sustainable History and the Dignity of Man” by Dr Nayef Al-Rodhan offers a New Philosophy of History

Geneva, Switzerland, 15 June, 2010 - - In his book “Sustainable History and the Dignity of Man”, Philosopher, Geo-Strategist and Neuroscientist Dr. Nayef Al-Rodhan offers a new philosophy of history. This recently published book outlines Dr. Nayef Al-Rodhan’s proposal for ensuring durable frameworks for life on this planet and the peaceful and prosperous coexistence of states and cultures.

By conceiving of a new philosophy of history, Al-Rodhan joins and challenges writers such as Marx, Hegel, Spengler, Toynbee, Braudel and Fukuyama in what drives history. Dr Nayef Al-Rodhan draws on his insights of neuroscience to advance philosophical theories of human nature and to examine its implications for politics, national and global security, inter-state relations, and the future of man.



According to Professor Michael Freeden of Oxford University, “*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.*”

About the Sustainable History Theory:

“Sustainable History and the Dignity of Man” is a new philosophy of history. This volume outlines how sustainable history and the future of humanity is propelled by good governance, which balances the ever-present tension between the three attributes of human nature – emotionality, amorality and egoisms – on the one hand, and the nine human dignity needs on the other, 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. He also advocates that in our new connected and interdependent world, all states and cultures have to succeed if humanity as a whole is to triumph.

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 Programme on the Geopolitical Implications 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

Sustainable History and the Dignity of Men and other publications are available for sale online at Amazon.com and other channels. *For more information about Sustainable History and the Dignity of Men:* <http://www.sustainablehistory.com/sustainable-history.html>

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