

## BOOK REVIEW

# Society Progress Evolution: Sustainability and Responsiveness

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*Society Progress Evolution: Sustainability and Responsiveness*

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The unsustainable growth is impending threat of the ecology threatening globalisation, showing the over-consumption and over-pollution trends triggered by the current industrialism. The book suggests that the progress continuance is option or bet, and must lead to the radical change called of the “cognitive revolution.” This should be sustained by an “anthropic principle”, which trusts in human actors as *consistent* “observers” and *rational* “performers”.

The “civilisation” requires a set of intentional alterations of the surrounds, aiming at *artificial* shifts towards men’s steered *improvements*. These particularities are instigated by the *relational* <intelligence> singularity, entailing inventions conceived in the abstract mind worlds and (happily) verified useful, when transferred into operative plans. The mind world is origin of “knowledge”: its effectiveness exists if

coding, sharing and storing abilities are enabled, ending in purposeful “culture” and “ethics” artefacts. The civilisation chases combined issues, discriminating:

- the interpersonal relationships, inventing effective <collective orders>
- the natural resource exploitation, discerning <technology revolutions>

The exploration moves from introductory remarks, outlining the men’s advance, grounded on the *meme* changes, which add to the *gene* evolution. The initial chapters provide an unusual picture of the affluence and influence deployments, by the “human capital” empowering, with resort to “natural capital”, through “technical capital” and appraisal by “financial capital”. The deliberate intangible deployments allow figuring out “progress” features, as output of *rational* decision-making procedures, not otherwise conceivable, whether appropriate cognizant mind-sets should not exist.

The alterations are thought *improvements*, since the life-quality increases, compared to wildlife conditions. The advances are

investigated, appraising the outcomes of value-added alterations, utilising:

- *human capital* to aim at advantaged settings, by teamwork synergy
- *material capital* to acquire prosperity, by earth stock exploitation
- *financial capital* to set comfortable circumstances, by fitting trade
- *technical capital* to increase wealth, by planned transformations

The central four chapters of the book develop a survey, covering the above-quoted four capital assets and explaining the value-added: using the collective enhancement and socio-political cohesion; by means of the earth's sources discovery and transformations; through the invented know-how and contrivances; and, lastly, organising the adequate economic ruling infrastructures.

The *meme* evolution course is the powerful way to rationalise the amazing accomplishments, opposing the civilised wherewithal, to the uncouth life.

The exploration describes the human civilisation as *artificial* accomplishment, voluntarily induced by men, which alters the wild earth's surroundings by value-added transformations, to obtain better life quality. The thesis ascribes the "progress" to the human relational intelligence, viz., the weird event creating the "mind" and organising the intangible world of knowledge, models and theories. The peculiarity brings to the man progress by the invention of "culture" and "ethics" by-products.

The "human capital" plays *constituent* and *instrument* roles, since the archaic social breakthroughs enabling "collective orders", by group selection, or, lately, by nation-state differential effectiveness, until, desirably, by knowledge society advance.

The "natural capital" is indispensable supply of value-added transformations and is critical datum, with the industrialism over-consumption and over-pollution.

The "natural/technical" capitals are artificial entries, used to depict the *intangible*

construal of the mind worlds, supplying *tangible* frames, to make manifest the technologic, economic, political and social advances of the timely qualified "collective orders".

In fact, the civilisation peculiarities have *intangible* trait, but need *tangible* provisions. The "cognitive revolution" moves from knowledge society advance, using robot age innovation, instigating "to de-materialise" and "to re-materialise" processes, aiming at source restoring and biosphere reclamation purposes, using *artificial* life-and-intelligence chances. This is bet, whose feasibility runs not only into technology confronts, but as well into socio-political defies.

The overall picture, sorry to say, explains that the current progress cannot be continued. The ecology shows that industrialism over-consumption/over-pollution is a threatening path, with already known drawbacks (global warming, etc.). Therefore, the book looks at robot age innovations. The clues offered by the *meme* evolution seem sketching a chance: the "cognitive revolution", by which cognizance processes concurrently perform instrument and constituent roles. The innovation is well depicted by robot outfits and methods, providing *artificial* life-and-intelligence tools for recovery and depolluting aims. Nonetheless technologies are necessary, not sufficient help.

The socio-political institutions, unhappily, are now highly unsatisfactory: contamination and waste concern the entire earth and no partial solutions are effective.

The last three chapters of the book reconsider man's progress, looking at possible sustainability solutions. The recipe suggests a few clues:

- to shape the supply chains according to the producer's liability
- to expand the responsiveness up to knowledgeable society accountability
- to re-think the life-quality traits by world-wide cooperation constraints

Needless to say, these are examples of pre-requisites, somehow pointed up by engineering

construal, once the fitting trust in the “anthropic principle” is admitted. The analyses offered by the book have the good point of posing the problem with the affirmative details to make possible looking at the progress continuance. The outlines of the resolution are, maybe, defective; the tragedy should be not obtaining any way out.

Of course, if better answers are devised, the success has just to be welcomed as profitable chance.

Besides, the “anthropic principle” says that the test shall be tackled, as this is the man’s task or mission. It, further, tells how our knowledge imposes rules that select, out of many possible environments, only those *laws*, leading to the “life” and “intelligence”.

The civilisation becomes tautological upshot, having a holistic reading. The quiz-zical hypothesis deserves notice even if lots of doubts are present. Possibly, the *relational* intelligence plays the role of *constituent* enabler, along with a *meme* evolution path, supplement of the *gene* one, towards the planned progress. If the sustainable growth is impending threat, the “cognitive revolution” is, maybe, a challenge ... and, hopefully, according to the book, much more!

I am very pleased of the opportunity to be involved writing this survey. I have been interested by the topics of the book since their early draft, and I have contributed to the project, writing a Presentation. The sustainable growth, perceived in the book in the *meme* evolution, is just *mind* evolution (enhancing basic, whole, theoretical, global and universal minds (Targowski, 2011:100-102), which should promote growth of human cognition and new patterns of culturally triggered behaviour, led by shared altruism. Based on these simple hints, I have outlined the Michelini-Targowski model of a Sustainable Evolution of Society. Two civilisation bifurcations—the *gene* versus *mind* evolutions and *globalisation* versus *sustainability*—are the foundations for provided principles/strategies of the wise civilisation. Eventually, the four basic criteria of sustainability (economic vitality, environmental responsibility, climate control, and social responsibility) are combined with the four capitals: natural, human, technical, and financial. The devised model supports the *mind* evolution, merging sustainability into the quoted strategic capital assets.