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Brian Milani

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The Postindustrial Alternative
to Corporate Globalization

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Brian Milani : Designing the Green Economy: The Post-Industrial Alternative to Corporate Globalization
before purchasing it in order to gage whether or not it would be worth my time, and all praised Designing the Green Economy: The Post-Industrial Alternative to Corporate Globalization:

1 of 1 people found the following review helpful. Recommended For EveryoneBy Wil Travis GarrettThis will actually be my second review because the first one was a critical analysis and critique I did a my university. Mr. Milani does a fantastic job explaining every aspect of Green Municipalism and the social structure of the green society and economy. He writes it a way that is very easy to read and understand and makes you want to read chapter after chapter. I would recommend this book to anyone curious about green economies and how they will function as well as everyday

readers looking for a smooth and interesting book. 0 of 1 people found the following review helpful. Excellent book - predicted the financial crisis long ago. By scorchedearth Great book. Some good thoughts and ideas. Milani predicted our current economic mess in this book. 9 of 10 people found the following review helpful. Better than Natural Capitalism By Jeffrey Fawcett Layna Berman As an environmental economist, I find Milani's treatment of much the same territory as Hawken/Lovins/Lovins to have a much broader vision. The key concept Milani introduces is regenerative economics, in contrast to the increasingly conventional notion of sustainability. As the name suggests, Milani's approach is about designing economic activity so as to improve, not simply maintain natural systems. While Hawken/Lovins/Lovins are awash with technical detail and appeals to the business ethics, Milani asks us to consider community organizing as a key element to green economics.

Designing the Green Economy explores realistically, and in detail, the world's enormous potential for human and ecological regeneration. It also explains why this potential has been suppressed or distorted by industrial institutions—thus creating economic crisis, growing inequality, and environmental destruction. The first half of the book looks at the challenge ecological change has represented to capitalism, as well as capitalism's repressive response: the waste economy, as expressed in postwar Fordist capitalism and current trends toward a globalized economy. But today the great divide between waste and green economies can be narrowed by emerging legal, institutional, and market approaches to production and environmentalism. In Part II, Milani explores the practical and theoretical implications of fully unleashing these new productive forces to create community-based ecological economies. Milani argues that neither sustainability, social justice nor economic stability can be secured without comprehensive redesign of the economy along ecological principles. It looks at key sectors of the economy—including manufacturing, energy, and money and finance—to illustrate how this redesign can, and is, taking place through both incremental grassroots initiatives and transformative politics.

Brian Milani has given us an excellent design manual--'a complete strategy for regenerative finance'--including a first class analysis of community money and its part in building the sustainable community. (Michael Linton) Brian Milani's *Designing the Green Economy* is a very timely and courageous book. The author not only gives us a very convincing and well-documented analysis of the reasons for the collapse of the post-war Fordist economy, the rise of neoliberal Casino Capitalism, and why this economy produces more 'illth' than wealth. He also shows that a transition to an alternative Green Economy is both necessary and possible. For all those who begin to question the promises of those who, in the face of global economic, ecological, and social crises, still continue with just 'more of the same,' this book is a must. (Maria Mies) What a surprising mix of theoretical ambition and practical experience! Reading this book sharpens your view on the post-materialist society in the making. (Wolfgang Sachs) Brian Milani's work is a pathbreaking contribution into the alternatives opened up by the 'new materialism' and how it can enhance environmental and social justice. (Robin Murray) This is an important book, both in terms of its content and its intent. Soundly rooted in today's social and political context, it offers a crucial perspective on technology that all people should consider very seriously. (Ursula M. Franklin) A concise, deeply-researched, practical guide for shaping sustainable economies. (Hazel Henderson) An experienced builder, Milani provides not just a painstaking deconstruction of industrial capitalism, but a positive ecological vision: the windows on, and doors to enter a new age of ecology. (Wayne Roberts) In *Designing the Green Economy*, Milani describes his approach as Marxist/Taoist. So don't pick up this book thinking you're going to get something from the Chicago school of Economics. Nevertheless, many of his basic points are accepted wisdom. The book is a demanding but rewarding read, especially in its overview of how we got from Adam Smith to here. (Cameron Smith Toronto Star) A very impressive book. It has the requisite breadth and depth that appeal to an academic, but is written in a style that is highly readable, comprehensive, and fairly conversational. An informative, provocative, and refreshing read. Recommended as an essential book for those interested in a deeper understanding of the history of economic progress and how it affects contemporary society and the environment. It is also a book of theoretical possibilities and practical solutions. (Environmental Practice) Well-written and well-researched book. (Bulletin Science, Technology Society) About the Author Brian Milani is research coordinator for Eco-Materials Project in Toronto, Canada.