

Preface

The term sustainable development (SD) has now become a ubiquitous idea, philosophy, and guiding principle in our society. Governments talk about it, businesses talk about it, NGOs talk about it, individuals talk about it, and even educational institutions talk about graduating young people with sustainability in their DNA. Despite its noble origins, SD is a concept that embodies compromise. Such compromise has created a term that is devoid of scientific foundation and actionable guidelines.

In this book, I first construct a comprehensive theory, the Bubble Theory, which is built upon sound scientific foundation and is the driving force behind recent human development trends. SD is a special case in the theory. Second, I propose and discuss the concept of onerization, and posit that it is the catalyst for the recent changes in the human society as captured by the Bubble Theory. Third, I propose and endorse two key concepts from the Bubble Theory, enlightened needs (ENs) and fair development (FD), as substitutes for SD, which, among other things, are actionable. Fourth, I recommend that private firms treat ENs and FD as business opportunities and strive to serve and profit. Fifth, I advise public institutions in general, and governments in particular, to address the ENs of its people and to select and implement specific forms of FD.

The book is organized into six chapters. The first chapter includes a short review, motivations, as well as a basic overview of the Bubble Theory and onerization. The next three chapters are the three layers of the Bubble Theory: the symbiotic duo, the relationship between the human species and individuals that is the foundation of everything else; ENs, the desires of individuals that originate from the symbiotic duo; and human development principles, the principles that society adopts as the rules for its development, driven by a subset of ENs that bubble up and merge to form social norms. The last two chapters are prescriptive in nature, where I discuss the roles of the private and public sectors.

The Bubble Theory

Towards a Framework of Enlightened Needs and Fair
Development

Ding, M.

2014, VIII, 63 p. 5 illus. in color., Softcover

ISBN: 978-3-319-00920-9