

ASSUMPTIONS OF THE OLD
PARADIGM OF ECONOMICS

Promotes consumption at all costs, via planned obsolescence, advertising pressure, creation of artificial "needs."

People to fit jobs. Rigidity. Conformity.

Imposed goals, top-down decision-making. Hierarchy, bureaucracy.

Fragmentation, compartmentalization in work and roles. Emphasis on specialized tasks. Sharply defined job descriptions.

Identification with job, organization, profession.

Clockwork model of economy, based on Newtonian physics.

Aggression, competition. "Business is business."

Work and play separate. Work as means to an end.

Manipulation and dominance of nature.

ASSUMPTIONS OF THE NEW
PARADIGM OF VALUES

Appropriate consumption. Conserving, keeping, recycling, quality, craftsmanship, innovation, invention to serve authentic needs.

Jobs to fit people. Flexibility. Creativity. Form and flow.

Autonomy encouraged. Self-actualization. Worker participation, democratization. Shared goals, consensus.

Cross-fertilization by specialists seeing wider relevance of their field of expertise. Choice and change in job roles encouraged.

Identity transcends job description.

Recognition of uncertainty in economics.

Cooperation. Human values transcend "winning."

Blurring of work and play. Work rewarding in itself.

Cooperation with nature; taoistic, organic view of work and wealth.

