

Tired of politics as usual, and going shopping only to cringe at the prices?  
This book presents a different way forward, one that takes into consideration our  
fellow citizens and the planet.

Take the plunge and see how different things could be!

“This book is a captivating effort that lays out the implications of two economic paradigms; one based on scarcity, the other based on plenty. It explores the environmental, social, economic, and cultural consequences of each. Definitely a worthwhile read for those concerned with what sustainability truly means!”

*Dan Kammen*  
Bloomberg Professor of Energy and Climate Justice  
Johns Hopkins University

“This book challenges conventional economic wisdom by proposing a compelling new framework that places human dignity and environmental stewardship at its core. It’s a valuable exploration of what it means to build a **regenerative economy**, moving beyond outdated metrics of growth to embrace models like **doughnut economics**. The authors provide actionable strategies for businesses to transition from extractive to circular designs, emphasizing the importance of product life extension and supply chain stewardship. This book is a practical guide for entrepreneurial educators and innovators who seek to create ventures that not only generate a return on investment but also deliver profound social and environmental value. It redefines success, urging us to measure prosperity not just in profit, but in our collective well-being and the health of our planet.”

*Rosibel Ochoa, PhD.*  
Associate Vice Chancellor, Office of Technology Partnerships  
University of California at Riverside

“The authors have collaborated to craft a timely book focused on bringing readers valuable insights on how things could be different in these troubling times. The blending of Buddhist philosophy with sustainable economics and ethical treatment of our fellow citizens and the planet renders a truly compelling alternative to how we are currently living. The choice is ours to make. Live sustainably, or trash the planet!”

*Jose Etcheverry*  
Associate Professor, York University Faculty of Environmental and Urban Change  
previous Senator and Board of Directors at York

“Newspaper headlines come and go, but the future of the planet is not just a passing story. No less than the character and quality of our lives are at stake. Praharaj and Schwartz effectively frame the future around Right Action. In chapter after chapter, they clearly explain the complex ethical and ecological choices before us and say our current trajectory is untenable. They challenge us to rethink our institutions and values, with the objective of making Right Action happen.”

*Ronald O. Loveridge*  
Former Mayor, City of Riverside  
Professor of Political Science  
University of California at Riverside

Building a Sustainable Future with Right Action

Amit Praharaj and Fred Schwartz

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