



Darwinomics (La cultura) (Italian Edition)

Umberto Sulpasso

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La sopravvivenza della specie è il riferimento ultimo dello sviluppo economico: Darwinomics. Domanda: Quanto fa due più due? Risposta: Quello che fa da sempre. Guerra, rivoluzione. Effetto domino. Ma oggi c'è una novità... La rivoluzione del Sapere, per l'Occidente l'unica forma di superamento della nuova Grande depressione. La Grande recessione ha gettato in crisi l'Occidente e messo in ginocchio sia il dollaro, sia l'euro. Allo stesso tempo la Cina avanza sulla base di un modello che coniuga partito unico maoista e industrialismo capitalista. A causa degli effetti della «febbre gialla», centinaia di aziende spostano oltre Muraglia le loro fabbriche e centinaia di migliaia di europei e americani restano senza lavoro. E ciò avviene mentre la domanda globale crolla, trascinando con sé lo smantellamento dei sistemi di spesa sociale. Per uscire dalla crisi l'Occidente deve inventarsi un nuovo modello di sviluppo economico. Con frizzante ironia e una straordinaria capacità di descrivere drammaticamente il momento storico, Umberto Sulpasso fa dialogare Mr Darwin con Kafka, B-liar, il presidente Obama, Galileo Galilei, Isaac Asimov, Niccolò Machiavelli e il Principe. Un viaggio oltre lo spazio e il tempo che lo porta a formulare una proposta per affrontare la crisi: la Darwinomics, l'unica strada praticabile nel prossimo futuro per combinare sviluppo e sopravvivenza. In alternativa, potrebbe presto scatenarsi un apocalittico conflitto geopolitico globale per la gestione delle risorse dalle conseguenze devastanti. In Darwinomics si riafferma la necessità impellente di un'evoluzione dell'Homo sapiens in Homo cognoscens, un vero e proprio passaggio biologico che implica una diversa capacità di produrre a partire da una nuova economia della conoscenza. Perché in gioco oggi non c'è solamente la sopravvivenza economica dell'Occidente,

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