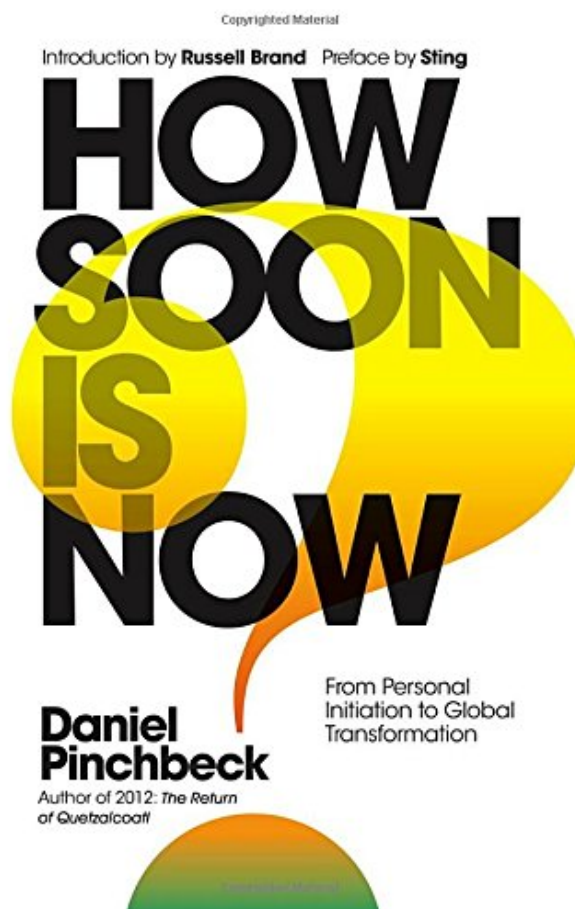


# HOW SOON IS NOW: FROM PERSONAL INITIATION TO GLOBAL TRANSFORMATION BY DANIEL PINCHBECK



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# HOW SOON IS NOW



**Daniel  
Pinchbeck**

Author of *2012: The Return  
of Quetzalcoatl*

From Personal  
Initiation to Global  
Transformation



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## Review

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We are on the brink of an ecological mega-crisis, threatening the future of life on earth, and our actions over the next few years may well determine the destiny of our descendants. Between a manifesto and a tactical plan of action, *How Soon is Now?* by radical futurist and philosopher Daniel Pinchbeck, outlines a vision for a mass social movement that will address this crisis.

Drawing on extensive research, Daniel Pinchbeck presents a compelling argument for the need for change on a global basis. The central thesis is that humanity has unconsciously self-willed ecological catastrophe to bring about a transcendence of our current condition. We are facing an initiatory ordeal on a planetary scale. We can understand that this initiation is necessary for us to evolve from one state of being – our current level of consciousness – to the next. Overcoming outmoded ideologies, we will realize ourselves as one unified being, a planetary super-organism in a symbiotic relationship with the Earth's ecology and the entire web of life.

Covering everything from energy and agriculture, to culture, politics, media and ideology, *How Soon Is Now?* is ultimately about the nature of the human soul and the future of our current world. Pinchbeck calls for an intentional redesign of our current systems, transforming unjust and elitist structures into participatory, democratic, and inclusive ones. His viewpoint integrates indigenous design principles and Eastern metaphysics with social ecology and radical political thought in a new synthesis.

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If you aren't already doing the work to create The More Beautiful World our Hearts Know is Possible

By whitney

This book is Our Pronoic, Visionary manifesto. A wake up call that'll shake you to your core. If you aren't already doing the work to create The More Beautiful World our Hearts Know is Possible, this will startle you to begin. A brave, authentic, self reflective, visionary and revolutionary read. Daniel Pinchbeck at his best.

And to requote the words I just saw from Rob Breznsy on Facebook ".....I'm also passionate about crafting a new world that will bypass the vortex of nonsense, that will render the institutionalized mayhem defunct. I value Buckminster Fuller's perspective: "You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

Another favorite counsel comes from sociologist David Cooperrider: "Almost without exception, everything society has considered a social advance has been prefigured first in some utopian writing."

And that's why I like to commune with idealistic yet practical futurists who envision the best possible civilization we can create.

Today I'm happy to say that one of those rare Big Positive Thinkers is offering a new blessing. With his book "How Soon is Now: From Personal Initiation to Global Transformation," Daniel Pinchbeck has secured his place in my Hall of Fame of Positive and Practical Insurrectionaries.

The book is a manifesto. A call to zealous and compassionate action. A well-thought-out and visionary formulization of effective tactics. "

0 of 0 people found the following review helpful.

A guidebook for the future

By Amazon Customer

In this important book, Pinchbeck explores the nuts-and-bolts of how humanity may evolve to transcend our current global crises and bring a new era in the history of our species based on love and cooperation. All the tools we need to make this shift are present today, and future generations may wonder why we took so long to embrace this better world. We have the potential to be the most important generation in human history -- the one that swung the pendulum like no other and saved the earth and our future. This book comes from that future, where its nonconventional ideas will be commonplace. Unfortunately, in the present, esoteric-minded thinkers such as Pinchbeck are too often relegated to the role of Cassandras -- prophets who no one one believes. Here's hoping that this wonderful book is a herald of an imminent shift, and people will look to it as a guide to our new world.

4 of 4 people found the following review helpful.

Ambitious work that falls short

By Eugenia

This is a book that should be a quick read, but I found it to be laborious read. Mr. Pinchbeck is using the book as a way to bring attention to the environmental challenges the world is currently facing. He starts with premise that the society in general needs to achieve a higher consciousness levels in order to take the appropriate actions to preserve the earth. For him achieving higher consciousness means resorting to substances that create an alternate state of mind. And that is the first problem I have with his premise. Not once in his book he mentions the most natural approach of all - meditation. Of course, taking drugs to reach the alternate state is the easiest way to gain some insight and meditation takes a lot of effort and training. However, meditators can reach samadhi - the state of bliss when one can experience how everything and everyone is connected.



Author that reverts to explaining the sources of pollution of the modern world: increase in meat consumption worldwide, particularly in highly populated countries like China and India. There are many books on the market today that explain problems related to production of meat and how the meat industry significantly drains natural resources and contributes to pollution. Then, there is the whole issue of energy: production of oil, gas and other materials that create ozone layers issues. We have issues with fracking that is causing earth to change its structure that nowadays is leading to earthquakes in places like Oklahoma that has never had earthquakes before. And the list goes on and on.

His initial solution to many of these issues is the attempt to promote love. No this is a topic that I also have a problem with. Author is proponent of free love. I do not consider myself prude, but I must admit that sleeping around with unlimited number of partners in a world when new germs and viruses creep up constantly is not something I would promote no matter how consensual those relations are. There will always be people who will be proponents of such lifestyle, but I must say that even the most casual of sex can promote emotions that can be difficult to control at times. I just do not believe in free love with no consequences. Every sexual contact causes the mix of koshas (energy layers that ancient yoga texts explain in great detail). Every contact of the bodies offers the exchange of such energies that can be long lasting (yogis say it takes up to 7 years to have the smallest essence of those particles leave the body). I personally would not want anyone's emotional baggage and negative energy traces trapped in my body for such period of time. And with multitude of partners, things can only get worse.

There are ways to reverse some of the negative impacts on environments and they can be implemented right away. I am disappointed that author is not focusing on the power of the new generation - young children and teenagers whose minds are not polluted with greed, negative thought patterns, etc. These new generations need to be thought in schools on how to create compost (so we can get rid of harmful fertilizers), they should be encouraged to create community gardens that will teach new generations on how to create food, herbs and other produce in limited spaces that will promote people to be self sufficient with local food production. I wish cities and other places would be encouraged to plant more trees. Children should use work study of some sort to paint their school rooftops white so that harmful sun rays can be reflected back into space. He completely overlooks the new generation of very young kids that can be thought in early age on how to be self sufficient. Why is it that we cannot promote vegan and vegetarian diet in schools in order to reduce meat consumption. Finally kids should learn meditation. At young age their brains are so open to new experiences and they could reach a new state of consciousness of learning how to keep their body healthy by exercising, their mind calm with breathing exercise, they can learn to eat healthy food and avoid eating junk all the time. He does not mention that at all.

Also at times I was frustrated with authors philosophical quotations. He reminded me of a person who never went to college but read everything that came his/her way without any structure. He is a self thought philosopher who hops from one thinker to another to the point of being incoherent. The advantage is that there are so many references to other authors and their works, but the disadvantage is that he mixes those people's philosophy with their personal moral codes. For example, John Lennon may have been inspirational musician with a message that spread around the world, but he was a terrible father to his eldest child and first wife to the point of repulsion. Same goes for Steve Jobs who may have created Apple and iPhone but did not have a morsel of humanity towards anyone - even his own daughter, which is despicable in its own way.

Obviously, I have mixed feelings about this book. Author's intentions are good but in my opinion they are too incoherent. His statements "things have to change or we will die" will not work with people who do not have evolved brains. Most people just look for instantaneous gratification because they do not know any better. For them change is hard and we are all going to die - so why bother. Those types of individuals will never get author's point of view - which in a world we currently live in is about 50% of the population (I am

referring to US population only i f one takes into consideration the results of out latest presidential election).

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