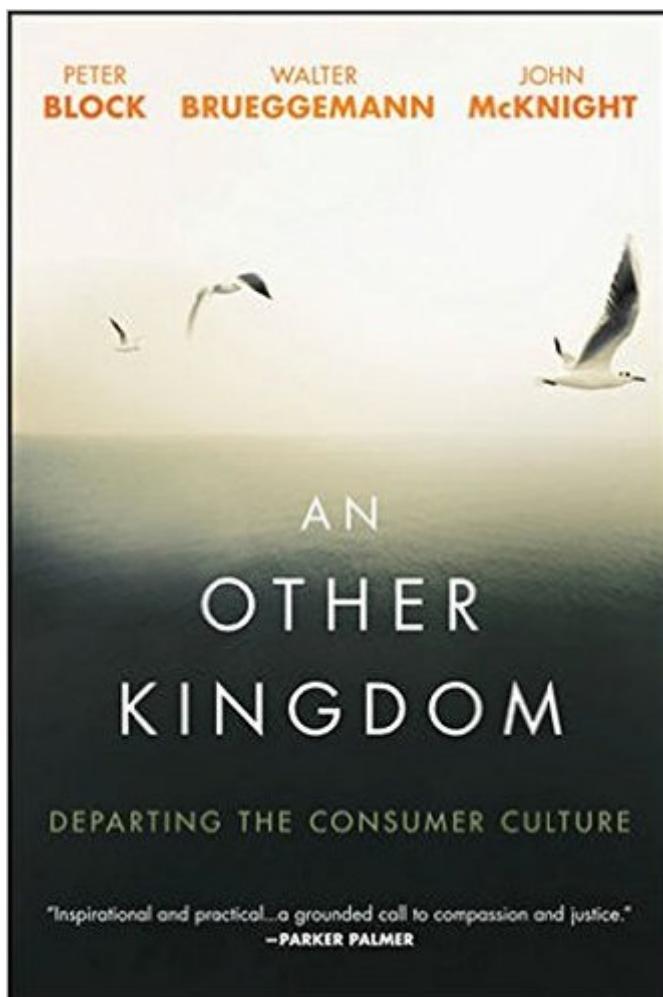


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An Other Kingdom: Departing The Consumer Culture



Synopsis

Our seduction into beliefs in competition, scarcity, and acquisition are producing too many casualties. We need to depart a kingdom that creates isolation, polarized debate, an exhausted planet, and violence that comes with the will to empire. The abbreviation of this empire is called a consumer culture. We think the free market ideology that surrounds us is true and inevitable and represents progress. We are called to better adapt, be more agile, more lean, more schooled, more, more, more. Give it up. There is no such thing as customer satisfaction. We need a new narrative, a shift in our thinking and speaking. An Other Kingdom takes us out of a culture of addictive consumption into a place where life is ours to create together. This satisfying way depends upon a neighborly covenant "an agreement that we together, will better raise our children, be healthy, be connected, be safe, and provide a livelihood. The neighborly covenant has a different language than market-hype. It speaks instead in a sacred tongue. Authors Peter Block, Walter Brueggemann, and John McKnight invite you on a journey of departure from our consumer market culture, with its constellations of empire and control. Discover an alternative set of beliefs that have the capacity to evoke a culture where poverty, violence, and shrinking well-being are not inevitable "a culture in which the social order produces enough for all. They ask you to consider this other kingdom. To participate in this modern exodus towards a modern community. To awaken its beginnings are all around us. An Other Kingdom outlines this journey to construct a future outside the systems world of solutions.

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Customer Reviews

In his allegory of a cave, Plato once said that those in chains think the shadows on the wall are real people, and thus 'reality' is defined by shadows. Little did they know that the figures are mere projections of reality "projections of real people that stand at the entrance of the cave. An Other Kingdom awakens us to the cave, breaks our chains, and draws us into the light. The central thrust of the book is that the Free Market Consumer Ideology "based on the pillars of scarcity, certainty, perfection and privatization" not only isn't working but is also creating the very problems it sets out to solve. This system depends on the idea of wants that therein necessitate consumerism, which in turn creates more wants. This subsequently creates more victims (e.g., violence, poverty, and dehumanization) than beneficiaries. The authors call for us not to simply cooperate to stop this endless cycle, but rather to break the wheel itself. This call is to a new, alternative narrative called the Neighborly Covenant that is characterized by abundance, mystery, fallibility and the common good. Here, there is an emphasis on 'communal capacity' and not 'consumer capacity.' Subsequently, out of the former results a dedicated effort to, for example, raise our children in families so they don't resort to gang life; being healthy so we don't consume processed, health-detrimental foods; take time to connect with other people and not embrace technology that distances us; and securing a livelihood and not demoting our labor into shift work so that our way of life is turned into a commodity. Of course, all of these things seem 'strange' and 'foreign' because an alternative reality involves revolutionary ideas and language.

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