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The Middle Way

How culture and politics can assist societies in achieving and maintaining lasting prosperity and peace.

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Having established, that the "culture" of dealing with diversity and its qualitative distinction is the single most important key deciding over crisis or prosperity, it appears most important, that this culture of sensing and expressing difference is nurtured and developed rather than repressed.

Regarding political systems of government, for prosperity of a society therefore it appears less important if not independent of the fact, how government and its leadership is elected. Much more important is the constructive, encouraging and supportive dealing with diversity in all respects.

It is a logical consequence of the circumstance, that diversity and not equality is a fact, and that not even two human beings ever have been fully identical, that the single most damaging paradigm reducing the success potentials of societies is the error of egalitarianism. Moreover, it is the almost inborn prejudice of being impressed by quantitative criteria, like size, power, majorities, which is misleading even staunch democracies: Majorities are not more right than minorities. Occasionally even the opposite can be proven.

The equal rights attributed to citizens by almost all constitution and legal systems of the world, must not be misinterpreted into an egalitarian "right" (or obligation?) to be equal, thus, abnegating every right to be oneself and, thus, different. Rather, and above all, equal rights for all should – and must – be consciously protected as “the right of being diverse“. Diverse in views, values, attitudes, ideas, thoughts, preferences, culture, religion, needs and solutions, demand and offers. This right of diversity must as much be defended for individual citizens as for communities, such as ethnicities, groups, societies, states, continents et cetera.

Just as for juridic persons, namely companies, different missions and identities are the origin of a diversity of offers, products and services satisfying different people differently, the diversity of such people as customers is the origin of differing demand and, thus, the justification of the different "being" of different offers. It is this diversity of different offers fitting different demand, which makes sure, that productions are sufficiently different and, thus, can not be made in soul-less factories. Rather, serving diverse preferences precisely requires human beings interested in the diverse preferences of people – plus the competence to understand and responsibly satisfy the different requirements of diverse people as qualitatively different target groups.

The simple formula, arguing that diversity of people leads to diversity of demand and that diversity of demand requires diverse offers, which in turn require diverse understanding by companies addressing such diverse needs as target groups distinguished in qualitative terms, and that diversity of demand and offers, thus, as a consequence generates different jobs for more people, not only explains that diversity leads to greater individual successes and satisfaction, but, as the sum of such successes, assures general prosperity, stable social security and sound funding of states, also explains, what states must strive for, in order to afford their citizens such benefits, peace and tranquility – and, thus, assure for themselves a stable support and following.

It, thus, appears obvious, what has to be done, in order to create the prerequisites for such sound and lasting stability: Teaching and culture must overcome, if not overthrow the misleading paradigms effectively paralysing and even sabotaging societies and all their different aspects: Paradigms of numbers.

Paradigms attributing greater importance to quantitative criteria than to values.

Actually, as the undersigned often has reiterated ever since his endeavours for the swift "turnaround" – or, as we prefer to say: "reconversion" of the Spanish Basque economy, it is the undermining, ridiculising and substitution of values in their diversity by merely quantitative criteria, which is at the very root of crisis.

Crisis can best be overcome by encouraging difference, diversity. First of all by mentoring entrepreneurs and their companies: They can act and change fast. Starting with those who understand and can, thus, shrug off and overcome misleading paradigms enforced on societies by a steady multi-channel brainwash. Due to the misleading paradigms, „competition“ has been reduced to competing by price – and consequently by costs. As a result of such ill business-„culture“, the term „productivity“ has been forced to become a synonym of „unemployment“.

Competition needs to become more qualitative again, than merely reduced to quantitative criteria. The U and the P of USP are more important than the S. Because Uniqueness and benevolent Propositions sell much more than "hard" Selling.

Entrepreneurs remembering why they originally have become what they are, personalities solving problems in new ways and offering the solutions to those preferring them exactly like that, such entrepreneurs will be quick to acknowledge their uneasiness with the nowadays prevailing "new fashions" (business administration rather than entrepreneurship) – and, thus, to turn... Quick to decide to be the early adopters, the possibly few "real" entrepreneurs remaining are to be spotted and to be addressed first.

What has to be changed, too, however, are the rules based on and enforcing

counterproductive paradigms. Here politicians and administrations are to act.

Parallel, society has to be addressed by change of communications in education and the media: Diversity as the prevailing normality has to be awoken, needs to be encouraged, nurtured and supported, in order to strengthen diversity of demand matching the newly more unique and thus diverse offers.

Obviously, this starts with the ability to sense, express and realise qualitative diversity. Here language plays an important role. As an example, nuances of meaning in vocabulary need to become more widely practised again. And the "fashionable" repression of nuances by avoiding adverbs and adjectives needs to be reversed.

In political terms, parties, above all at the political centers, need to either accept and provide home to diversity – or be splitted up into many slightly different parties. Politicians as well as citizens have to understand, that small is beautiful: A multitude of parties easily agreeing on important matters, such as the protection of minorities being at least as important as majorities, is no "weak" center, but an even stronger one. Thought and rules have to encourage and support diversity much more than generalisations and egalitarian majorities silencing minorities.

Also, the sciences have to learn their lessons and return to attributing greater value to qualitative aspects than to quantitative criteria.

Actually, what Jakob von Uexküll wrote a century ago, but has been repressed by intrigant socialist ideologists undermining the sciences and their ability to really understand what they pretend to research and explain, needs to be rediscovered not only by leading edge researchers in the natural sciences, but, with much more positive effect on societies, also by scientists working on economy and social matters.

After all: It is not the ideals, which proved socialism wrong. It is the error of thought reducing all matters to numbers. "Rationalisation" and repression of diversity caused unemployment – or fictitious employment. It is this error, which now endangers also capitalism. The innovative wording, pretending that finances are economy rather than a service duly strengthening economy, and that financial constructs are "products", needs to be demasked and overcome.

After all, it is neither finance nor politics or administrations, who generate jobs, but entrepreneurship focused on understanding and serving those, who prefer the products and services "like that". Just like the word attributed to St. John; „God also wants those, who warship him like that“. However that is.

Literature:

The "surprising" results, and the question, why, what in parts contradicts prevailing paradigms, has worked so well, has led to the publication "Sustainable Management in times of potential Economic Downturns. That publication extensively analyses economic theory and adds conclusions so far unseen, while also criticising scientific theory overly focusing on quantitative aspects alone. while disregarding qualitative information. This being identified as the "key" promoting crisis rather than prosperity. That publication by the author is completed by a long list of recommended

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