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For Immediate Release

# **Spiritual Capital Wealth We Can Live By**

**By Danah Zohar and Ian Marshall**

Our world is at a crossroads; and we must choose between two alternatives. The first alternative includes capitalism and business, as we know them today. This alternative is one that includes an amoral culture of short-term self-interest, profit maximization, emphasis on shareholder value, isolationist thinking, and profligate disregard of long-term consequences. This scenario is based on narrow assumptions about human nature and motivation. As a system, it is unsustainable, a monster set to consume itself. But there is another way.

In *Spiritual Capital: Wealth We Can Live By*, authors Danah Zohar and Ian Marshall make the argument that for capitalism to have a future, its focus must be changed from the single-minded accumulation of material capital to the accumulation of spiritual capital—a kind of wealth earned by acting not out of short-term bottom-line expediency, but by serving fundamental human needs.

*Spiritual Capital* shows that capitalism—as we know it—materialistic, amoral, relentlessly exhausting the world’s natural resources and the people who toil under the system—is ultimately unsustainable. Zohar and Marshall offer a vision of capitalism as it could be: a values-based culture in which wealth is accumulated to generate a decent profit while businesses act to raise the common good and ensure the sustainability of their enterprises.

But this shift in culture requires us to understand the motivations that drive our culture. The authors offer a new way to systematically diagnose the motivational and emotional state of an organizational culture, one that both mirrors and extends Abraham Maslow’s well-known pyramid of needs. They then introduce the concept of spiritual intelligence (SQ), and describe how it can be used to shift individuals in our culture from a state of acting from lower motivations—fear, greed, anger, and self-assertion—to one of acting from higher motivations—exploration, cooperation, power-within, mastery, and higher service.

Zohar and Marshall describe how this shift can actually happen and can be diagnosed in a given organizational culture. They look in depth at eight issues that dominate corporate culture and how they are influenced by the processes of SQ transformation and they discuss the leadership elite who must be the ones to bring about and embody this cultural shift. Finally, the authors argue that spiritual capital is still a valid and workable form of capitalism, and summarizes what we, as individuals, can do to make it happen.

***More...***

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*“**Spiritual Capital** is an inspired and thoughtfully written book on how we can help to create a better serving and more caring society. Danah Zohar and Ian Marshall continue to break new ground in contemporary leadership writings.”*

—Larry C. Spears, President and CEO, The Robert K. Greenleaf Center

*“Extraordinary! Brilliant! Amazing! These are the words that fill me as I put down **Spiritual Capital**. Zohar and Marshall have so elegantly captured the essence of the challenge and the opportunity before us.”*

—Michael Rennie, Director, McKinsey & Co.

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**Danah Zohar** was born and educated in the United States. She studied Physics and Philosophy at MIT and then did her postgraduate work in Philosophy, Religion & Psychology at Harvard University. She is the author of the best-selling *The Quantum Self* and *The Quantum Society*, books that extend the language and principles of quantum physics into a new understanding of human consciousness, psychology and social organization.

**Ian Marshall** is a Jungian-oriented psychiatrist and psychotherapist and the co-author of several of Danah Zohar’s books. He studied Philosophy and Psychology at Oxford University before entering medical school at London University. He conducts workshops internationally with Danah Zohar.

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**By Danah Zohar and Ian Marshall**

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