

## **FOR IMMEDIATE RELEASE**

**New Book: *WHO SPEAKS FOR EARTH* by E.J. Parker**

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## **WHO SPEAKS FOR EARTH**

*An inquiry into our economic system's rivalrous roots: Incentivized for profit, groomed for inequality, steeped in propaganda, and drenched in faith*

**EVERETT, WA, February 22, 2021** — “Human civilization is suffering from a self-imposed and unnecessary structural disorder. Our global economic system is actually a disease that is caustic to our planet, threatens our survival, favors the rich, breeds inequality, and enslaves the masses.”— E. J. Parker

In *Who Speaks for Earth*, E. J. Parker stresses that “capitalism is a scarcity-based, rivalrous ideology from which inequality inevitably emerges and ultimately dominates.” Describing “we can’t afford it” as “the greatest corruption of logical thought in the modern world,” the author contends that “money is fundamentally incompatible with an economy of the future. This is because it requires scarcity to function, which enforces competition, which defines a rivalrous culture, which in turn is self-terminating.”

Advocating a resource-based economy founded in science and technology rather than convention and faith, Parker asserts, “For the first time in history, we possess the resources and technology to house and feed the entire globe and transform our scarcity-based mind set, but our outdated monetary system and institutionalized behavior are blocking us.”

E.J. Parker is an Electrical Engineer, Diagnostic Ultrasound Engineer, Aerospace Systems Engineer, inventor, and video producer. His “classroom” was inside corporate America as co-founder and former Vice President of Advanced Technology Laboratories, a start-up company that gave birth to the diagnostic market segment, “echo-cardiology” in the late 1970s.

*Who Speaks for Earth* calls for a sea change in our collective ideology and the courage to reimagine our institutions. It is now available in print and online wherever books are found.

Order *Who Speaks for Earth* at [www.amazon.com/dp/B08WPNVTG2](http://www.amazon.com/dp/B08WPNVTG2) or a color version of the book at [www.amazon.com/dp/B08WPG53VD](http://www.amazon.com/dp/B08WPG53VD).

To request an interview with the author or a review copy of the book, please contact Edward J. Parker at 425.941.2523 or [ejparker@WhoSpeaksForEarth.com](mailto:ejparker@WhoSpeaksForEarth.com).

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# WHO SPEAKS FOR EARTH

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## Short Description

Drawing from the hard sciences of engineering, technology, neuroscience, and psychology, author E.J. Parker deconstructs the madness of the modern world. With humor and insight, he unravels the heart of our precarity and weaves a beguiling path to a sustainable future.

*Who Speaks for Earth* unveils hidden links between homelessness, the work force, and our institutionalized monetary system. As we face multiple crises of existential proportions—a deepening economic fallout from the pandemic, the rapidly-expanding automation of work, and the impending surge of climate and war-triggered refugees—capitalism has no solution on tap. There’s simply no profit in it.

Inequality is an inescapable byproduct of our monetary system, which Parker exposes as a faith-based rather than reason-based institution. Incentivizing only for profit, our beloved institutions treat “all life needs, human or otherwise as externalities.”

We possess the resources and technology to house and feed the entire globe and transform our scarcity-based mind set, but our “institutionalized behavior is blocking us.” *Who Speaks for Earth* calls for a sea change in our collective ideology and the courage to reimagine our institutions.

Offering hope grounded in science, E.J. Parker speaks for the earth, and he beckons “We the People” to do the same.



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## Long Description

*Who Speaks for Earth* invites us to forget everything we think we know and to imagine the world with new eyes. In simple and neutral terms for a divided nation, the author explains how out of sync we are with the times, with each other, and the planet, and he plots a science-based course for a world without war, hunger, poverty, injustice, inequality and plutocracy.

Drawing from the hard sciences of engineering, technology, neuroscience, and psychology, author E.J. Parker deconstructs the madness of the modern world. With humor and insight, he unravels the heart of our precarity and weaves a beguiling path to a sustainable future.

It's often said that the American middle-class worker hasn't gotten a raise in 40 years. Similarly, our foundational institutions and monetary system haven't received an upgrade since inception. Parker correctly identifies workers as the creators of wealth in our economy, yet money wields omnipotence over our lives: Without work, we don't get paid; without money, we can't get what we need—even Medicare for All in the middle of a pandemic. As the author laments, "This is coercion, not freedom."

In *Who Speaks for Earth*, Parker stresses that "capitalism is a scarcity-based, rivalrous ideology from which inequality inevitably emerges and ultimately dominates." Underscoring the urgency of a system-wide upgrade, he says, "Capitalism is now in its death throes; it is profoundly out of step with our needs, and we're in dire need of an institutional overhaul."

Our predicament is not only baked into the monetary system; it's also hard wired in our brains. Diving deep into the prolific power of the "Engineering of Consent," Parker describes how it's routinely used to manipulate public opinion, reveals how propaganda and synaptic strength conspire to blind us all, and explains how "Operant Conditioning" and the physiology of the human brain lead us to cling to our beliefs despite evidence to the contrary. Even our brains sabotage us.

Inequality is an inescapable byproduct of our monetary system, which Parker exposes as a faith-based rather than reason-based institution. Incentivizing only for profit, our beloved institutions treat "all life needs, human or otherwise as externalities." He goes on to assert that "It is 'nurture,' not 'nature' that gives home to the physical and social health of a nation. Inequality is toxic to society, yet it is intrinsic to capitalism, and it is counter to the 'Declaration of Independence' given the mass infringement it imposes on 'life, liberty and the pursuit of happiness.'"

*Who Speaks for Earth* unveils hidden links between homelessness, the work force, and our institutionalized monetary system. As we face multiple crises of existential proportions—a deepening economic fallout from the pandemic, the rapidly-expanding automation of work, and the impending surge of climate and war-triggered refugees—capitalism has no solution on tap. There's simply no profit in it.

Describing "we can't afford it" as "the greatest corruption of logical thought in the modern world today," the author contends that "money is fundamentally incompatible with an economy of the future. This is because it requires scarcity to function, which enforces competition, which defines a rivalrous culture, which in turn is self-terminating."

Lucky for us there's an alternative path. Parker uses the final chapters in his book to detail an alternate economic model that is scientifically founded in natural law, that is structured on and utilizes current technologies, and that is managed via resource utilization instead of money. This "steady-state system" is "capable of sustaining the entire population of our planet and all its life forms indefinitely, with a very high quality lifestyle, zero poverty and true freedom for everyone." The Resource Based Economy as promoted in *Who Speaks For Earth* is "the product of thousands of creative individuals, including Buckminster Fuller (d. 1983), Jacque Fresco (d. 2017), and Peter Joseph (b. 1979), visionaries and fervent advocates for our planet and its people. It is a platform based on science and technology rather than convention and faith."

We possess the resources and technology to house and feed the entire globe and transform our scarcity-based mind set, but our "institutionalized behavior is blocking us." *Who Speaks for Earth* calls for a sea change in our collective ideology and the courage to reimagine our institutions.

Offering hope grounded in science, E.J. Parker speaks for the earth, and he beckons "We the People" to do the same.



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## Quotes from the book by E. J. Parker

We have been led to believe that our current institutions, and the structure they impose, are simply the way the world should work. Of course, this is not true; there is nothing natural about our institutions. In fact, our institutions now function in direct opposition to nature. Our institutions have paralyzed us and they are not the way nature needs us to work; instead, they are the way capitalism needs us to work. We were born into this system and we tolerate it because we haven't learned how to ask the right questions.



In the Market Based Economy all of the wealth rises and sticks to the top, and virtually nothing is shared with the working people below. The affluent amass their wealth not via their labor, but from unearned income, which accrues through their inheritance, investments, savings, property, status and power.



Capitalism is an unsustainable, continuous-growth, fragile system based on faith rather than science. Capitalism will fail just as all other rivalrous economies have. The failure of capitalism is not due to "human nature." It is not human selfishness, greed or addiction to power that is to blame. These traits are born in and incentivized by the system itself.



The monetary system is an illegal pyramid scheme requiring continuous-growth simply to keep it from collapsing. It enslaves the lower classes by bonding them in debt while passing unearned income to the non-producing upper classes. The system incentivizes only for profit, providing no linkages to life needs, human or otherwise. We are trapped within an institutionalized global monetary structure that is mathematically flawed, unsound, unscientific and unsustainable.



The most critical and overarching argument that demands the end of capitalism is rooted in the system's ravenous overuse of planetary resources. The economic-growth imperative, fed by cyclic consumption, places an ever-increasing demand on resources. The economics of capitalism does exactly what it was designed to do—manage the distribution of wealth in society—but the system is totally blind to resource depletion. The system exclusively follows the sequence of money—the conservation of resources is an "externality."



We have inherited, perpetuated and institutionalized a culture that is no longer working for the people and their planet. These are seemingly-indelible systemic socioeconomic issues that crucially threaten the collapse of civilization within the lifetime of our children. Identifying, characterizing and solving the underlying causes of these disorders will not fall within the purview of economists, politicians and lawyers. These people simply aren't trained to solve problems: It's not in their job description. An efficacious, sustainable solution will most certainly require a scientific approach, one that begins with and ensures a preeminent regard for our planet, its resources and the life that thrives upon it.

Inequality is caustic to society, and it is the single greatest negative influence on life expectancy, education, physical and mental health, infant mortality, crime, trust, obesity and drug addiction.



Parents, more than any other demographic group, find themselves exploited by an economy that consumes all of their time and energy. Middle class families lie directly in the path of an empathically brain-dead, socioeconomic system on a quest of cultural destruction. Apparently, the health and wellbeing of our children is just another tradeoff we must make along our economic-growth-mandated road to nowhere.



No matter where economic disruption begins, the United States will wind up in the middle of it. If the US economy tanks, the whole world follows. A global meltdown of capitalism could destabilize civilization on the planet for a very long time. This is a risk that ranks up there with global warming and nuclear conflict. We need a twenty-first century economic system for a twenty-first century planet. As it stands, our economy will certainly fail. Just as with global warming, without an abatement strategy, we are toast.



Nature is not a democracy; nature has no regard for our so-called economic issues or our petty social problems. She will not align with our needs; we must align with hers. We will be forced to choose: We will live in harmony with nature, or we will perish. We must understand that our planet belongs to every living creature on it, not just one species—and most certainly not just a self-selected, self-serving few.



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## Author Bio

E. J. Parker is an Electrical Engineer, Diagnostic Ultrasound Engineer, Aerospace Systems Engineer, inventor, and video producer. His “classroom” was inside corporate America as co-founder and former Vice President of Advanced Technology Laboratories (ATL), a Seattle-area start-up company that gave birth to the diagnostic ultrasound market segment, “echo-cardiology” in the late 1970s.

After receiving a technical degree from Erie County Technical Institute in Buffalo, New York in 1962, Parker was recruited by the Boeing Aerospace Company (BAC), where he started as a technician but quickly found his way as a design engineer into programs like the “Space Flight Simulator,” “Lunar Orbiter,” “Lunar Rover,” “Manned Orbiting Laboratory,” “AWACS,” and the “B1 Bomber.” While at Boeing, he completed his degree in Electrical Engineering at the University of Washington. Parker served in several top-management roles during ATL’s growth and development phases including Vice President of Engineering, Vice President of World-Wide Product Development, and Vice President of Quality & Regulatory Affairs.

Parker’s market insight and systems’ discipline guided ATL’s early product development. Instead of vying directly with the major corporate competition, ATL positioned itself as “first to market” with the highest-quality diagnostic images and lowest cost. Only one invention was still missing: The “ATL digital scan converter.” Parker built a working prototype of the device over a weekend in the spring of 1977, laying the groundwork for an “all-digital” system of the future, a strategy that would put ATL’s competitors years behind.

After early retirement from ATL in 1995, Parker started OnPointe, Inc., a video production company dedicated to helping high tech companies with their internal and external messaging. OnPointe’s primary customers included Seattle-based medical technology firms like Philips, Dendreon, and Cell Therapeutics. The brawny nondisclosure agreements mandated by these heavily-financed research corporations struck alarms in Parker’s lizard brain—the rivalrous, merciless, winner-take-all behavior that drives the corporate world defies the conduct we aspire to instill in our children. This awakening was the catalyst for this book.

Parker lives in Everett, WA with his lovely partner and three four-legged friends.



## To the emerging leaders of the twenty-first century

Coronavirus is changing our world. It could make existing problems worse, or it could reveal an unprecedented opportunity to transform the future of this planet and the life it harbors.

The economic model presented in this book may be the answer. Engineered from the science of the natural world, it yields a beautifully-simple and superbly-efficient socioeconomic framework.

In a modern industrial society of the future, living will be “free” instead of “earned.” As labor shifts from a general imperative to an individual choice, it will elevate the essence of work into acts that both nourish human fulfillment and satisfy the common good.

WHO SPEAKS **FOR EARTH** E.J.Parker

# WHO SPEAKS FOR EARTH

**IMAGINE** - a world without war, hunger,  
poverty, injustice, inequality and plutocracy

E.J.Parker