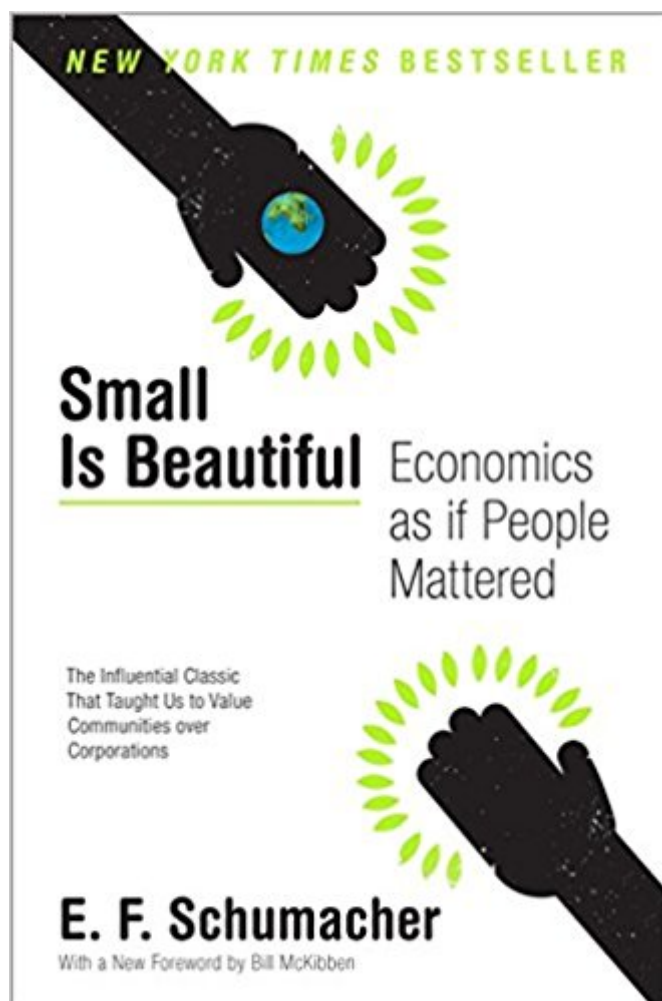


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# Small Is Beautiful: Economics As If People Mattered



## Synopsis

“Nothing less than a full-scale assault on conventional economic wisdom.” —Newsweek  
One of the 100 most influential books published since World War II —The Times Literary Supplement  
Hailed as an “eco-bible” by Time magazine, E.F. Schumacher’s riveting, richly researched statement on sustainability has become more relevant and vital with each year since its initial groundbreaking publication during the 1973 energy crisis. A landmark statement against “bigger is better” industrialism, Schumacher’s *Small Is Beautiful* paved the way for twenty-first century books on environmentalism and economics, like Jeffrey Sachs’s *The End of Poverty*, Paul Hawken’s *Natural Capitalism*, Mohammad Yunis’s *Banker to the Poor*, and Bill McKibben’s *Deep Economy*. This timely reissue offers a crucial message for the modern world struggling to balance economic growth with the human costs of globalization.

## Book Information

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## Customer Reviews

“Embracing what Schumacher stood for—above all the idea of sensible scale—is the task for our time. *Small Is Beautiful* could not be more relevant. It was first published in 1973, but it was written for our time.” —(Bill McKibben, from the Foreword)  
“An eco-bible” —(Time magazine)  
“*Small Is Beautiful* changed the way many people think about bigness and its human costs.” —(New York Times)  
“Nothing less than a full-scale assault on conventional economic wisdom. . . . Schumacher believes economists need a new set of values, to obtain maximum well-being with minimum consumption.” —(Newsweek)

Small Is Beautiful is Oxford-trained economist E. F. Schumacher's classic call for the end of excessive consumption. Schumacher inspired such movements as "Buy Locally" and "Fair Trade," while voicing strong opposition to "casino capitalism" and wasteful corporate behemoths. Named one of the Times Literary Supplement's 100 Most Influential Books Since World War II, Small Is Beautiful presents eminently logical arguments for building our economies around the needs of communities, not corporations.

Wow, this book is incredible. For anyone interested in economics, this is an absolute must-read. I would go so far as to say that this book belongs in the annals with Wealth of Nations and Das Kapital as an integral book in the school of economic thought. I think this is the most underrated book on economics out there- because with the sheer degree of soundness of its discussions and the scathing critiques of our current materialist economic paradigms (both capitalist and socialist), it provides a blueprint for HOW to think about what economics actually IS in the context of its place in human civilization on planet earth. If in the future, there are future breakdowns of our current economic models, or revolutionary paradigm shifts, I would hope that this book has as much influence on policy makers as the Communist Manifesto had on Communists, or what Rothbard and Mises had on Libertarians- except this book is superior to them both. Why? It takes into account holistic systems, ecology, and NON-material aspects of mankind- justice, beauty, truth, harmony, sustainability. I hope policy makers start implementing the strategies of this book asap.

Required reading for anyone who is interested to learn of a sustainable economy, sustainable housing, and all things smaller and less wasteful! Timely reading now when the City of LA alone has 44,000 homeless people while we have mansions in Beverly Hills that take up much needed space.... the message is: please leave a small footprint on this earth as it belongs to ALL of us.

This is a book that needs to make a comeback. Though written decades ago, it addresses how to build an economy that sustains the environment and isn't destructive to community. Most importantly to me, Schumacher makes the point that our model of economics is unsustainable because it is based on infinite growth and fails to distinguish between equity and capital. He also points out that economics is but one of many social science disciplines, and that on its own, economics is incapable of resolving any of the major problems we face, like maintaining the natural environment, building strong communities, promoting positive mental health, creating social justice,

etc.

I own a small business and think people do matter. Not just customers, my workers, my partner, my vendors, my growers. Everyone I touch is important to me. Not everything in life needs to be bigger and better and especially if we sacrifice people and our environment. I think we sacrifice too much chasing the dream of wealth vs. doing work you love and find rewarding. This book helped me articulate things I felt were important. I would highly recommend it to others.

I like the idea that our world shouldn't be just about profit-making without any consideration about the product produced. Book looks deeply into subject of what is wrong with our current systems and shows a way how to do things better, in a more human way.

The overall message is really impressive, considering that the book was written almost fifty years ago. Every college student, regardless of his or her major, should read it. It is a pity that there so many printing errors in the book, showing a careless work by the editors.

EXCELLENT. If this book was presented to me when I was studying economics I may have actually studied economics. There were times when I wondered if he had a crystal ball. There were other times where I laughed out loud. Reading it in 2015, reflecting on 2014 dozens of ideas and concepts are now or have been actualized since his writing. There is something wonderfully refreshing to read a theoretical book that then becomes actualized.

A majority of people want change. But it's important to know what kind of change we want. Small Is Beautiful reveals there are alternative means for achieving prosperity that lift up human conditions and do not harm the earth we live and depend on.

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