

Economic growth is a constant mantra of politicians, economists and the media. Few understand what it is, but they love and follow it blindly. The reality is that since the global financial crisis, growth has vanished in the more industrialised economies and in the so-called developing countries. Politicians may be panicking, but is this really a bad thing?

Using real-life examples and innovative research, acclaimed political economist Lorenzo Fioramonti lays bare society's perverse obsession with economic growth by showing its many flaws, paradoxes and inconsistencies. He argues that the pursuit of growth often results in more losses than gains and in damage, inequalities and conflicts.

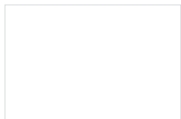
By breaking free from the growth mantra, we can build a better society that puts the wellbeing of all at its centre. A wellbeing economy would have tremendous impact on everything we do, boosting small businesses and empowering citizens as the collective leaders of tomorrow.

Wellbeing Economy is a manifesto for radical change in South Africa and beyond.



LORENZO FIORAMONTI is a professor of Political Economy at the University of Pretoria, where he directs the Centre for the Study of Governance Innovation (www.governanceinnovation.org). He also holds the UNESCO-UNU Chair in Regional Integration, Migration and Free Movement of People and is the first president of the European

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WELLBEING ECONOMY
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