

Contents

INTRODUCTION	2
BOOK SPECS:.....	4
BIO	4
PLATFORMS	5
AUDIENCE.....	9
COMPARISONS	11
OUTLINE	20
SHORT SUMMARY	23

INTRODUCTION

There's no place to hide from the *Interpersonal Economics System*[™]. It's in all we say, think and do. *Interpersonal Economics*[™] is so obvious that you'll feel sure it's been written before. However, while all the pieces have long been known, they've never been put together: This is that book.

The fundamental components and their derivatives are Capitalized throughout to further illustrate the self-similarity and scalability of the *I. E. System*[™]. To limit potentially off-putting elitist or academic coding that can obscure meanings, common language forms – including contractions – are embraced.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy describes the system of Attention-Exchange through which we determine other people's worth to us – and in reverse, ours to them. We Account for the Attention-Currency we've Paid others and what's due us in return. We Attend to “how we're doing” compared to our Peer Tribe Members in accumulating Positive Attention. We try to figure out how to improve our Status, particularly if we've been Debited with Negative – or gods forbid! – Inattention to our needs.

Interpersonal Economics describes how we track our Attention Investments, Bonds, Options, and Futures and how we advance civilization through Heroism born of love of another. Our consequent Heroic Beliefs carry society forward on the broad backs and cracked fingers of Family Members who sacrificed for the good of the Tribe – who would die for us and for whom we would die.

In simple, accessible, layman's terms, *Interpersonal Economics* explains the importance of who we Attend to and why. Trillions of Attention-Trades are transmitted between us every day and the Interpersonal Economic System powers all those transactions. It's literally the ether within which we live, defining all we say, think and do.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

It's the Real Attention Economy.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

BOOK SPECS:

To be a hard then soft cover with a coordinated workbook. Text starting at 85–95K words without illustrations, up to 98K words with illustrations and captions. Workbook to be determined.

Follow-ups are planned. Find further information under Marketing.

BIO

I traveled the New England coastline for a decade, a semi-itinerant artist/contractor in a big Ford truck. I conducted research and worked on solidifying the structure of the *Interpersonal Economics System* whenever I could and completed the first full draft after my mother's death five years ago. Many versions later and I'm living quietly on Cape Cod confronting the final rewrite. Political events dictate riding the wave of reality distortion, anger and confrontation into publication: Nothing shines a light on lies, credit theft and bullying like *Interpersonal Economics* !

When not obsessing over some aspect of the *I. E. System*, I enjoy painting oceans and skies on huge canvases in front of passers-by and having lovely conversations with them, and sales, too. My hobbies include gardening, stock charting, mineral collecting, great perfumes, extreme research, and nature trails. For recreation I'm crafting a character-driven story about beauty and its effects on the soul. But that's another conversation.

Interpersonal Economics is the book I wanted someone to hand me when I was sixteen and searching for answers. Everything I'd discovered until then seemed like more propaganda than information, bent to supporting some political or

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

academic orthodoxy rather than helping someone like myself with legitimate questions. There was nothing available then, or now, that addressed my teenage angst in a language that mattered or answered newly adult questions of philosophy or purpose. So I went in search of my own answers and I found them.

It took 30 years to fully comprehend, fact-check, game out, and improve the writing of *Interpersonal Economics*, but it has completely answered my questions, for example: I discovered how Mythology powers our Tribal structure, what Heroism means and how others need of more than they worked to diminish me. Most of all I came to understand how much agency I could expect to have over my life while maintaining allegiance to my demanding but respected home Tribe. These were the questions I found answers to, and many, many more. So much of what I found pertains to our current cultural conflicts and foundational solutions.

My uncovering the structure of *Interpersonal Economics* has been worth every minute of effort. I wanted clarity of motive and purpose and found it. I hope this book helps upcoming seekers in my own Tribe of Iconoclasts: Those Like Me who want to know how life really works, regardless of price.

PLATFORMS

Until September we'd spent the year cracking jokes, making limericks and calmly discussing the radical politics of the Middle East. It was great fun! I was moderating a "Board" on one of the earliest public financial media platforms available. Our investment group posted right through the shock of watching tiny people leap into a perfect azure-blue sky into oblivion. Our fun died that day, as gray mortuary dust billowed throughout the streets and alleys of New York. Over the following weeks we remained horrified, then sad for years. For a period, the world was with us, then some idiot started Towel Heads, then Freedom Fries to piss off France, and Mission Accomplished happened and pointless abuse began.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

The mystique of America's righteousness had vanished.

After 911, the "Board-Wars" heated up and they were screaming behind me while I moved on. Seeking Alpha was way over my pay grade – all pros – but I could handle Zero Hedge. The idea of playing with intelligent grownups, who would skip the verbal bombs and cut to investment methods, was a very attractive proposition. I learned so much at ZH my head hurt.

Soon I was paper-trading stocks, options and currencies, all the while comparing financial markets to *Interpersonal Economics*. I'd come to understand the Fractional Reserve Banking System and had learned to chart and compare investments when CDO-squared bonds, the ones that were about to break the markets, hit their subprime Real Estate zenith in July of 2007. Rotten mortgages had been wrapped and rewrapped in triple-A bonds, like bad hamburger partially concealed with fresh-chopped sirloin. The evidence of carnage lay in the real-time charts. Bad mortgage-burgers exploded America's gut like financial food-poisoning. I watched our Ways being assaulted for a second time in a single decade; this time from within capitalism, itself.

As Hank Paulson went begging for \$800 billion – just to plug the dike – John Paulson raked in billions on his reverse bets, a role later played by Brad Pitt in The Big Short. Bear Stearns folded, then Shearon – my one-time employer! Professionals were running for the exits and after Global Crossing, WorldCom, Enron and Operation Desert Storm, it looked like financial Armageddon had finally arrived.

Then it got worse.

The Russian invasion had started slowly but by 2012 the take-over of Zero Hedge was complete. The putative owner, a shady character rumored to be Nicholas from Bulgaria, had assumed the part of the remorseless Brad Pitt in Fight Club,

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

and that sexy character had given Zero Hedge its luster. The whispers were that Nic had been forced into compliance by the Russian mob that wanted Trump to win – and “Hitlery” to lose! The terrible evils of “Hitlery” and her band of Democratic thieves was a continuous topic now on ZH.

“Hitlery” this, “Hitlery” that! As the markets were crawling out from under their mortgage anguish, flying on a whole new carpet of inflation, serious discussion on Zero Hedge was replaced by vicious put-downs, lies and abuse: All the no-no’s of *Interpersonal Economics*. Obviously, the bad guys were everywhere. Even with its reputation for brutal honesty, Zero Hedge had knuckled under.

It was infuriating! Did I report the Russian take-overs to higher authorities? Of course I did! But each brilliant power-broker threw up his or her hands, overcome with their tragic inability to change anything. They were simply workers within the system, raking it in for the honorable cause of their enviable lifestyle.

Meanwhile, the retaliation against Afghanistan had long ago been transformed into the vortex of Iraq. Inexplicable unless, of course, you had read the manifesto issued by the Heritage Foundation’s People for a New American Century (circa 1999). A plan that appropriately died of Rummy’s “Unknowable, Unknowns.”

After several ineffective iterations, the stodgy Heritage Foundation recently remanufactured itself! Hallelujah! From their once-quaint ambition of turning Iraq into L.A., Middle East (LAME), they’ve now metamorphosized into a full-metal-jacket global dominance machine using Project 2025, a 900+ page document, as a weapon. With it they will create a conservative Disneyland ruled by the New American Taliban, and thence on to Christmastisize the world!

A document? Do these people never learn?! Do they think more pages make a better weapon? Do they remember what happened last time they tried this? It’s not the document, it’s the belief system! And our single page document is about freedom! Oh, nevermind.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

Great days for democracy. Great days.

Sure, I have a presence on X/Twitter, but even a forty billion dollar infusion couldn't keep reasonable civility on that platform! Dissent from maximus gooniest is overwhelmed by even greater goons. On private sites, where the professional traders and current non-incels have migrated, I've had quite a presence. Posting my economic and political research and spreading ideas throughout the Silicon Investor Network was rewarding if limited. It's all there, thousands of articles. I could have pushed myself into social dominance back in the day, and still could, but my focus shifted to family, then to crafting *Interpersonal Economics*. Even Substack had to be put down for a nap.

My website is currently showing the long-form summary on pdf, while I'm working on the final manuscript (– input invited). The finished work will be an expansion on every theme in the both the long and short form summary – with expanded Field Trips! The long summary is anticipated to be ¼ of the total book or around 225–250 pages *with* illustrations.

I anticipate many revisions during collaboration with an agent before focusing on a return to social media. It's far too absorbing and I want to move fast. Instead, my aim is to conduct an exclusive on-line, post-publication forum for readers with sensitive questions (there will be many), and a heavily moderated open forum where conversations will be encouraged between responsible, thinking, adults. The balance of my platform ambitions live under Marketing in the main body of this proposal and none involve X at this time. While I have an art-presence on Linked In, I've kept all public writing to a minimum. It's too easy to become engaged in the game and I'm not fighting without the right ammunition!

Life throws up rogue waves but also provides the means to ride them. It appears the time has come to surf again. But it's going to get messy.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

<https://interpersonaleconomics.com/>

AUDIENCE

There is no place to hide from *Interpersonal Economics*.

Interpersonal Economics has practical relevance in every aspect of a person's life. Narrowing its application to just a few demographic targets seems to shortchange other potential beneficiaries – which is, in fact, a selling point. The *I. E. System* is useful for everyone who is willing to learn: It's universal!

Packaging and tone will account for most of the class divisions in sales. Whether your pursuit is history or mechanics, interior design or teaching, or just getting along with your peers, if you are curious and can read, listen and think, all your interests can be enhanced through understanding *Interpersonal Economics*.

This book is meant for people who wonder how we construct our perspectives. Those, like my teenage self, who want an honest and direct discovery process, free from bias will find it here. There are no political, ethnic or regional allegiances promoted within the *Interpersonal Economics System*. However, the nature and uses of Mythology as propaganda are fully revealed and how Mythologic War can lead to actual war is exposed.

The astonishing gem at the center of the System is Consciousness itself, and that value will be explored in the follow-up book, Life on the Flip Side. The deeper levels of focus will be directed toward specific interests. However, this is a tale for a later time.

Groups with most interest in *Interpersonal Economics*:

- Political interests – Leaders of all Tribes will recognize their position within

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

the *Interpersonal Economics System*. At every level of Tribe, Leadership will recognize their ability to improve their Tribe's Survival and Prosperity, and this knowledge will challenge Top Dogs to increase their effectiveness, and Status, by knowing how the System works.

- Financial professionals – Investors will gain insight into the purpose of the structure undergirding the economic system we live in. There are great possibilities in this recognition, and interest should be high and controversial. With some marketing skill sales could be brisk.
- Personal – We all have to negotiate with others' beliefs and work with character defects, sometimes our own. *Interpersonal Economics* provides every reader with a path toward becoming "as wise as a serpent and harmless as a dove," both in challenging ourselves but also in being empathetic toward others' hardships.

As *Interpersonal Economics* insists that all men, women and children be free to search for Better Ways to achieve Survival and Prosperity, finding a happy life is high on the bullet list of benefits that understanding brings.

My largest audience would be made up of men and women, boys and girls, of all pronouns and locations who are curious about their immediate world; those who naturally follow discoveries in physics, medicine and archeology – all the sciences. Lovers of the arts; writers, actors, film makers and innovators could discover new layers of depth to our cultural puzzles without getting several advanced degrees. The simplicity of the system with its enormous applicability should open the door to all ages looking to know "what's the right thing to do?" in a variety of situations as well as finding answers to the question "Why?"

There is no place to hide from *Interpersonal Economics*.

It's in all we say, think and do.

COMPARISONS

COMPARABLE BOOKS, CURRENT TO CLASSIC

All seven respected bestsellers mesh with the *Interpersonal Economics System*[™] beautifully – without ever discovering the System. It's hard to objectively see your environment when you're entirely immersed in it. Greene comes close but dances around *Interpersonal Economics* with his glorious insights and fabulously entertaining vignettes. However, rather than being profoundly interrelated, each chapter is disassociated from the others, so they don't compose a whole. *Interpersonal Economics* fixes that oversight in every book listed below and many more like them.

Each author is describing a specific feature of the *I. E. System* from their insightful and useful perspective. All offer compelling illustrations and give practical examples but ignore or overlook the larger organization they are describing – with its lovely ability to predict outcomes and present options! The impact of recognizing a consistent and reliable supporting *structure*, whose rules repeat regardless of relative magnitude, allows one to get off on any floor of the building and know where they stand. Ignorance of the *Interpersonal Economics* structure appears simply due to selective focus: A case of specialization blindness.

The notion of Corruption as Regression to a previously rejected, and more savage circumstance, is central to understanding *I. E. System's* dynamics. Simply the Heroic Ideal of courageous and honorable service to the Tribe can bring about immediate positive changes in personal and Tribal innovation, prosperity and health. The themes expressed in both Jeffrey Rosen's *The Pursuit of Happiness* and Joseph Campbell's *The Hero with a Thousand Faces* fully explore the directives that inspire personal Mastery, Heroic Leadership and Tribal Greatness.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

Oppression, on the other hand, is pursued purely in order to further one's personal power. Regression means a return to "might is right" of the strongman/dictator, with its reversion to an Inferior state where Heroism must be repressed in order for the products of theft and graft to dazzle the masses and replace Heroism with fear. The spiraling down of Tribal accomplishment – Barbarism replacing Civilization – is the price paid by the Tribe for hosting a dictator. Sarah Chayes exposure in On Corruption in America – And What Is At Stake displays the on-going threat of reversion to Barbarism. Redirection of Attention away from Better Ways, combined with the constant use of Negative Attention – lies, credit theft and subtle to outright abuse – is largely responsible for poisoning the soil from which grow Heroic Beliefs. Inattention to the Member's real needs are the result with consequent social suffering and circular blame, repression and blame.

Reality distortions are easily detected by applying the *Interpersonal Economics* template. Simply seeing the System in action makes it easier to correct deformations, to see misperceptions clearly, and put our actions and reactions into proper perspective. Without the distractions of political allegiance, self-reproach or projected blame actual solutions to on-going problems can be enacted. Seeing *Interpersonal Economics* as a System removes guilt and shame and provides the freedom to absorb the greater lessons of these bestsellers.

The methods outlined in James Clear's excellent and obviously beneficial bestseller Atomic Habits resonate with so many people that it's continued to sell briskly for several years now. Stephan Covey's The 7 Habits of Highly Effective People continues in reprints after decades of service. All "self-help" or personal philosophy books address our individual needs for Mythological guidance, the search for Better Ways which yields the primary directives of survival and prosperity that we create for ourselves and bestow on generations to come. Without such human-generated Myths being created and upheld there's little for the next generations to follow. All honorable Traditions, Methods and Beliefs are

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

welcome additions to the collected tools in humanity's arsenal of Wisdom. The strength, hope, and self-sacrifice, born of hard Experience, used to fight back Barbarians and end their Corruption of Our Great Ways, has tempered youthful recklessness and encouraged adult strategic planning. Tough Heroism pursues the foresight needed to face any challenge today or any day.

Interpersonal Economics unifies the concepts put forward by all seven+ of these books, regardless of their unique take on life's triumphs, pitfalls and meanings.

Salient differences:

- The *Interpersonal Economics System's* Attention-Economy is analogous to any physical, biologic or meteorologic system and, like them, is an essential part of our living planet at every scale. The *Interpersonal Economics System* is the reliable, literal, perpetual motion machine of the social economics.
- Each of these titles contributes to, and enlarges, the meaning of Heroism, Barbarian, Civilization, Family and Tribe – without seeing the System right in front of them! Amazing, but true.
- *Interpersonal Economics: A Field Guide*,™ aims to target every reader through simplicity, not only interested specialists or those educated “elite.” Because change happens on the ground, I've deliberately kept erudite verbiage to a minimum to retain the interest of readers with less (if any) scholarly degrees.

Notable agreements.

- These seven+ books are included because they describe specific parts of the system very well. *Interpersonal Economics* unifies these book's unique subjects and specific perspectives, under one System.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

- It's exciting to combine seven+ such separate resources and find solid ground between them through the *Interpersonal Economics System*. Readers should have fun realizing how I.E., applies to real life situations in the Real Attention Economy.
- *Interpersonal Economics* is approved by these bestsellers as running for bestseller-hood.

SEVEN COMPARISONS

Greene's engaging work comes nearest to representing the *I. E. System* as a whole, while still not seeing the System. His insights specifically focus on the psychology of human nature, emotion and rationality, using first-person recitals of characters in history – a very affective device. But Green's work contains its own confirmation bias. It's geared toward the educated elite's current academic thinking in psychology, rather than presenting the big picture overview.

Interpersonal Economics is seeking to be useful to the less educated who need to grasp the concepts he offers to bring about the positive change we hope to see.

1. The Laws of Human Nature

Hardcover – Publisher, Viking October 23, 2018

by [Robert Greene](#) (Author),

From the #1 New York Times–bestselling author of *The 48 Laws of Power* comes the definitive new book on decoding the behavior of the people around you:

Robert Greene is a master guide for millions of readers, distilling ancient wisdom and philosophy into essential texts for seekers of power, understanding and mastery. Now he turns to the most important subject of all – understanding people's drives and motivations, even when they are

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

unconscious of them themselves.

We are social animals. Our very lives depend on our relationships with people. Knowing why people do what they do is the most important tool we can possess, without which our other talents can only take us so far.

Drawing from the ideas and examples of Pericles, Queen Elizabeth I, Martin Luther King Jr, and many others, Greene teaches us how to detach ourselves from our own emotions and master self-control, how to develop the empathy that leads to insight, how to look behind people's masks, and how to resist conformity to develop your singular sense of purpose.

Whether at work, in relationships, or in shaping the world around you, The Laws of Human Nature offers brilliant tactics for success, self-improvement, and self-defense.

2. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones

Hardcover – Publisher, Avery – Publisher, [Penguin Audio](#) October 16, 2018

[James Clear](#) (Author, Narrator)

The number one New York Times best seller. Over one million copies sold! Tiny Changes, Remarkable Results:

No matter your goals, Atomic Habits offers a framework for improving – every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results.

If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new

Interpersonal Economics: A Field Guide to the (Real) Attention Economy
Summary: Interpersonal Economics

heights.

3. On Tyranny: Twenty Lessons from the Twentieth Century

Crown; First Edition – February 28, 2017

by [Timothy Snyder](#) (Author)

#1 New York Times Bestseller and Goodreads Choice Awards Nominee:

A “bracing” (Vox) guide for surviving and resisting America’s turn towards authoritarianism, from “a rising public intellectual unafraid to make bold connections between past and present” (The New York Times)

“Timothy Snyder reasons with unparalleled clarity, throwing the past and future into sharp relief. He has written the rare kind of book that can be read in one sitting but will keep you coming back to help regain your bearings.”—
Masha Gessen

The Founding Fathers tried to protect us from the threat they knew, the tyranny that overcame ancient democracy. Today, our political order faces new threats, not unlike the totalitarianism of the twentieth century. We are no wiser than the Europeans who saw democracy yield to fascism, Nazism, or communism. Our one advantage is that we might learn from their experience.

On Tyranny is a call to arms and a guide to resistance, with invaluable ideas for how we can preserve our freedoms in the uncertain years to come.

4.0. The Power of Myth

by [Joseph Campbell](#) (Author), [Bill Moyers](#) (Collaborator)

Anchor Paperback – June 1, 1991

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

NATIONAL BESTSELLER • An extraordinary book that reveals how the themes and symbols of ancient narratives continue to bring meaning to birth, death, love, and war.

The Power of Myth launched an extraordinary resurgence of interest in Joseph Campbell and his work. A preeminent scholar, writer, and teacher, he has had a profound influence on millions of people—including Star Wars creator George Lucas. To Campbell, mythology was the “song of the universe, the music of the spheres.” With Bill Moyers, one of America’s most prominent journalists, as his thoughtful and engaging interviewer, The Power of Myth touches on subjects from modern marriage to virgin births, from Jesus to John Lennon, offering a brilliant combination of intelligence and wit.

From stories of the gods and goddesses of ancient Greece and Rome to traditions of Buddhism, Hinduism and Christianity, a broad array of themes are considered that together identify the universality of human experience across time and culture. An impeccable match of interviewer and subject, a timeless distillation of Campbell’s work, The Power of Myth continues to exert a profound influence on our culture.

And 4.5 **The Hero with a Thousand Faces** (The Collected Works of Joseph Campbell)

Hardcover – Publisher, Anchor July 28, 2008

by [Joseph Campbell](#) (Author)

Since its release in 1949, The Hero with a Thousand Faces has influenced millions of readers by combining the insights of modern psychology with Joseph Campbell’s revolutionary understanding of comparative mythology...

As relevant today as when it was first published, The Hero with a Thousand

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

Faces continues to find new audiences in fields ranging from religion and anthropology to literature and film studies. The book has also profoundly influenced creative artists including authors, songwriters, game designers, and filmmakers and continues to inspire all those interested in the inherent human need to tell stories.

5. The 7 Habits of Highly Effective People: 30th Anniversary Edition

(The Covey Habits Series)

Paperback – Special Edition, Simon & Schuster (Publisher) May 19, 2020

by [Stephen R. Covey](#) (Author), [Jim Collins](#) (Foreword), [Sean Covey](#) (Contributor)

New York Times bestseller—over 40 million copies sold.

The #1 Most Influential Business Book of the Twentieth Century

One of the most inspiring and impactful books ever written, The 7 Habits of Highly Effective People has captivated readers for nearly three decades. It has transformed the lives of presidents and CEOs, educators and parents—millions of people of all ages and occupations. Now, this 30th anniversary edition of the timeless classic commemorates the wisdom of the 7 Habits with modern additions from Sean Covey.

The 7 Habits have become famous and are integrated into everyday thinking by millions and millions of people. Why? Because they work!

6. On Corruption in America: And What Is at Stake

[Random House Audio](#) (Publisher), August 11, 2020

[Sarah Chayes](#) (Author, Narrator)

From the prizewinning journalist and internationally recognized expert on corruption in government networks throughout the world comes a major work that looks homeward to America, exploring the insidious, dangerous networks of corruption of our past, present, and precarious future.

"If you want to save America, this might just be the most important book to read now." —Nancy MacLean, author of *Democracy in Chains*.

7. The Pursuit of Happiness: How Classical Writers on Virtue Inspired the Lives of the Founders and Defined America

Hardcover – Simon & Schuster – February 13, 2024

by [Jeffrey Rosen](#) (Author)

A New York Times bestseller and an "enriching...brilliant" (David W. Blight, Pulitzer Prize-winning author of *Frederick Douglass*) examination of what "the pursuit of happiness" meant to our nation's Founders and how that famous phrase defined their lives and became the foundation of our democracy.

The Declaration of Independence identified "the pursuit of happiness" as one of our unalienable rights, along with life and liberty. Jeffrey Rosen, the president of the National Constitution Center, profiles six of the most influential founders—Benjamin Franklin, George Washington, John Adams, Thomas Jefferson, James Madison, and Alexander Hamilton—to show what pursuing happiness meant in their lives, and to give us the "best and most readable introduction to the ideas of the Founders that we have" (Gordon Wood, author of *Power and Liberty*).

By reading the classical Greek and Roman moral philosophers who inspired the Founders, Rosen shows us how they understood the pursuit of happiness as a quest for being good, not feeling good—the pursuit of lifelong virtue, not short-term pleasure. Among those virtues were the habits of industry, temperance, moderation, and sincerity, which the Founders viewed as part of a daily struggle for self-improvement, character development, and calm self-mastery. They believed that political self-government required personal self-government. For all six Founders, the pursuit of virtue was incompatible with enslavement of African Americans,

although the Virginians betrayed their own principles.

“Immensely readable and thoughtful” (Ken Burns), *The Pursuit of Happiness* is more than an elucidation of the Declaration’s famous phrase; it is a revelatory journey into the minds of the Founders, and a deep, rich, and fresh understanding of the foundation of our democracy.

OUTLINE

The simplest version of an outline for *Interpersonal Economics* is expressed below and is also the longer-form TOC. This is not my working outline. That would be incredibly long and too confusing. It is certainly available upon request.

1. The *Interpersonal Economics System*
 - a. Tribe, Mythology and Consciousness
 - i. Tribal Primacy
 1. Nature
 2. Reality
 - ii. Leaders and Followers
 1. Tribal Success or Failure
 2. The Dominant Tribe
 - b. Our Great Ways – Mythology
 - i. Trial and Error
 - ii. Ways that Work, or Not
 1. Superior Ways
 2. Inferior Ways
 - iii. Flip the Script – Corruption
 - c. How we work.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

- i. The mystery of Attention
 - 1. The Currency of Consciousness
 - 2. Paying Attention
 - 3. Booking Attention
 - 4. Interest
- ii. Negative versus Positive Attention
 - 1. Animal versus Human Will
 - 2. Corruption and Regression
 - 3. Better Ways
- d. Tribal Mythology
 - i. Leadership-directed Attention
 - ii. Self-directed Attention
 - iii. Balance
- e. Betterment and Survival
 - i. Performance Excellence
 - ii. Performance Failure
 - iii. Normalcy

2. The Living Machine

- a. The System
 - i. The Accounts
 - ii. Trading Attention
 - 1. Types and Purposes
 - 2. Possibilities and Accomplishments
- b. Advanced Accounting
 - i. Attention Proficiency
 - 1. Relative Account Focus
 - 2. Tribal Attention Requirements
 - ii. Dimensions of Attention
 - 1. Length, Breadth, Depth
 - 2. Expertise
- c. Winning the War of Life

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

- i. Great Investors, Great Returns
 - 1. Clarity of Vision
 - 2. Self-Mastery
- ii. Heroism

3. The Corruption – Barbarism or Heroism

- a. Corruption and Reversion
 - i. Regression to "Might is Right"
 - ii. The Vassal State and Human Usury
 - 1. Mythologic War
 - 2. Physical War
- b. Control and Denial – The Bully
 - i. Lies, Exaggeration, Minimization
 - ii. Blame, Guilt, Threats
- c. Positive versus Negative Attention
 - i. Inclusion
 - ii. Rejection
- d. Methods of Reality Distortion
 - i. The Purpose of the Hero
 - ii. The Purpose of the Barbarian

4. The Illumination – Betterment

- a. The Results of Negative Attention
 - i. Resentment
 - 1. Acting out
 - 2. Crime
 - ii. Abuse
 - 1. Self denigration
 - 2. PTSD
 - 3. Further abuse
- b. The Results of Positive Attention
 - i. Enthusiasm

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

1. Secure social life
2. Empathy and compassion
- c. The Social Rewards of Positive Attention
 - i. Less Friction between Tribes
 - ii. Economic and Social Confidence
 - iii. Greater Survival and Prosperity

5. Life on the Flipside – Wisdom First

- a. Belief Systems versus Reality
 - i. Transcending Tribal Belief
 - ii. Internal Mastery
- b. Achieving Balance Between Accounts
 - i. Age versus Wisdom
 - ii. Rewriting the Script
- c. Attention–Reinvestment
 - i. Self–Accreditation
 - ii. Shared Status
- d. Satisfaction or Bitterness
 - i. The Choice
 - ii. To be Considered

6. Epilogue – Where from here?

To be discovered.

SHORT SUMMARY

Note: It's beneficial to visualize *Interpersonal Economics*[™] as a functioning System. The *Interpersonal Economics System*[™] is made from the unique relationships between Tribal Hierarchy, Mythological Belief, and Attention: The

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

Currency of Consciousness™. I've capitalized fundamental and derivative elements in all text forms to demonstrate ubiquity and scalability of the System.

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Interpersonal Economics: A Field Guide to the (Real) Attention Economy™

describes the System of Attention–Exchange through which we determine other people's worth to us. The *Interpersonal Economics System*™ offers clear guidance on Attention–Investing using the natural principles of economics, and with values we all can respect as honorable. *Interpersonal Economics* provides tremendous incentives toward finding Better Ways to live – and encourages us to keep on trying! And there are Field Trips at the end of every chapter!

We trade volumes of Attention with others daily but have little understanding of what's being exchanged or how the Attention Economy works. First, what's being exchanged is Consciousness; actual Consciousness. Attention *is* the Currency of Consciousness and we trade Attention on the Attention–Credit Exchange – thereby becoming Credited or, sometimes, Debited.

This is like any economy in nature. The most desirable thing is that which is rare, beautiful or enhances well-being. Common items, even those of great beauty, may be overlooked and rare items, even if plain, may be overvalued. All sorts of imbalances between demand and supply make for personal issues in *Interpersonal Economics*.

Interpersonal Economics displays the structures undergirding the Attention–Economy and thus provides clarity of relationships. Investments of Attention are positioned within each of our Accounts. Then envisioned each of us within the ever larger structures and the system actually illustrates potential outcomes in nearly every social situation. Scalability!

Practical Field Guidance at the end of each chapter puts the reader directly in touch with the *I. E. System*, illustrating its function through observation from

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

distance but also through personal participation in the System itself. An additional workbook is to be provided.

Interpersonal Economics elevates Heroism, spotlights Credit Theft, and unmasks tyrants while shining Appreciation on good friends and great Leaders.

Understanding the nature of *Interpersonal Economics* breaks the spell of false beliefs that bind us to ancient Barbarism. We can easily see the *Interpersonal Economics System*[™] functioning in history and working in current affairs.

A broad brush of some foundational themes include the relationships between Tribal–Hierarchy and Civilization, Heroic Mythology and Barbarism, and Visibility and Survival. Certainly, Attention Mastery and Skills, Structural Economics, Accounting, Wisdom and Transcendence are foundational and come into greater Focus through reading the manuscript. Corruption is covered in full and it's methods are exposed. The bullying, put-downs, and subtle-to-outright abuse of Control versus the Inattention Blindness and escapism of Denial are exposed in Reality.

The cures for our ills are addressed directly in The Illumination, however, as individuals we are each in charge of whether to pursue the Transcendent state that Wisdom and Experience have to offer. We can tread water, or regress to Barbarism using Control and Denial. We can shift our Focus to pursuing Better Ways by evicting all abuse from our toolkit and adopting Heroism, instead.

It's up to each of us.

Part 5, to be a separate book, is Life on the Flip Side. Here the tables are turned on the whole *Interpersonal Economics System*, seeing it from top-down instead of bottom-up. Valuations are altered through Experience In the same Way that elder couples enjoy their mellow companionship, or the pure, unselfish love of grandchildren, or delight in providing something special for a less fortunate family during holidays; valuations change as we age, they should, and they do.

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

Living on the Flip Side embraces who we've become. The Body Beautiful diminishes as central to self-esteem, and money is less a measure against competitors than an opportunity to share events with friends. Comfort is had with projects and hobbies that satisfy personal ambitions, as well as those of the Tribe. The Heroic struggles of life may not be won or lost by the Larger Tribe's standards, but the effort at Heroism remains as Wisdom has been won by courage, determination and idealism, even as the physical competition fades away.

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I am fortunate that *Interpersonal Economics* shares important concepts and methods with such excellent and diverse authors from my long list such as Robert Green, Timothy Snyder, Joseph Campbell, James Clear, Stephen Covey, Sarah Chayes and most recently Jeffrey Rosen's endlessly enjoyable The Pursuit of Happiness – but support comes from every side because *Interpersonal Economics* is real, true and obvious. More investigation leads to more support. It's rather overwhelming.

Importantly, the book *Interpersonal Economics: A Field Guide to the (Real) Attention Economy* is *not* an academic text. It's directed to all curious people, not just academic Tribes. The Interpersonal Economic System is the ether in which all animate beings Trade Attention and this book describes the System so we can know how it works. Documentation is easy to find because *Interpersonal Economics* is (to mangle a wonderful movie title) in all we say, think and do, all the time, all at once.

We live and breathe within the *Interpersonal Economics System*. It's time we learned its rules.

The complete summary can be found at <https://interpersonaleconomics.com/>

Interpersonal Economics: A Field Guide to the (Real) Attention Economy

Summary: Interpersonal Economics

To have peace seek peace to have it.
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