

PRESS RELEASE

VIKING ECONOMICS

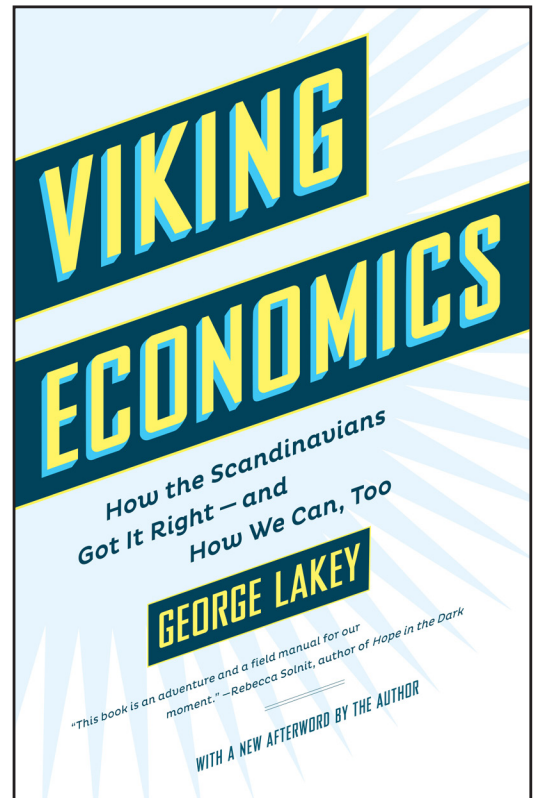
How the Scandinavians Got it Right – and
How We Can, Too

GEORGE LAKEY

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Royal PB • Melville House

'*Viking Economics* shows us there's no reason we couldn't be making far more progress across a wide range of problems. George Lakey is explaining why.' **Bill McKibben**, author of *Oil and Honey*

'Carrying student debt? Working longer hours with no vacation? Do you wonder if it is possible for the U.S. to reverse a generation of extreme inequality? It doesn't have to be this way. *Viking Economics* helps us envision a different way of organizing our economy to put people and planet first.' **Chuck Collins**, author of *Wealthy, Come Home*



A longtime activist takes an entertaining look at the Nordic welfare state and shows us how we, too, can have a far more equal and just economic system. This paperback edition has a new afterword by the author.

Scandinavians work less than we do, they have free childcare and healthcare, and they're just generally happier. We're told that we can't have what they have: that the Nordic system is impossible to replicate elsewhere. The UK and the United States are too big, or too individualistic, or too... something.

In *Viking Economics*, George Lakey dispels these myths. He explains how the Nordic system works, exploring the inner workings of the Nordic countries that boast the world's happiest, most productive workers and shows us that if we put in the hard work Scandinavians did not that long ago, we, too, can have a fairer economic policy.

'Tells a story of economic change and the foundations on which it was built at a time when it is so obvious that such narratives are desperately needed in modern political discourse... if he is right, then the story he imparts has to be told, understood and acted upon.' **Times Higher Education magazine**



George Lakey is Visiting Professor at Swarthmore College and is a Quaker. He has led 1,500 workshops on five continents and led activist projects on local, national, and international levels. He is the author of many books and articles and has written for *Waging Nonviolence* and *Common Dreams*, among other publications. Though Lakey has a long background in activism and has written many books for activists, *Viking Economics* is his first trade book. He lives in Philadelphia.

George Lakey will be visiting the UK in July and October 2017.

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