



The Watchman's Rattle: A Radical New Theory of Collapse

By Perseus

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Why can't we solve our problems anymore? Why do threats such as the Gulf oil spill, worldwide recession, terrorism, and global warming suddenly seem unstoppable? Are there limits to the kinds of problems humans can solve?

Rebecca Costa confronts - and offers a solution to - these questions in her highly anticipated and game-changing book, *The Watchman's Rattle*.

Costa pulls headlines from today's news to demonstrate how accelerating complexity quickly outpaces that rate at which the human brain can develop new capabilities. With compelling evidenced based on research in the rise and fall of Mayan, Khmer, and Roman empires, Costa shows how the tendency to find a quick solution - leads to frightening long term consequence: Society's ability to solve its most challenging, intractable problems becomes gridlocked, progress slows, and collapse ensues.

A provocative new voice in the tradition of thought leaders Thomas Friedman, Jared Diamond and Malcolm Gladwell, Costa reveals how we can reverse the downward spiral. Part history, part social science, part biology, *The Watchman's Rattle* is sure to provoke, engage, and incite change.

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Editorial Review

Review

Geri Spieler, *NY Journal of Books*

If there were a “Watchman” to protect us from danger, he would be shaking his rattle vigorously right now. We are in danger of becoming extinct, for the signs of the collapse of our civilization are obvious, according to Rebecca Costa’s excellent and thought provoking new book, *The Watchman’s Rattle*.

The theme for *The Watchman’s Rattle* can be summed up in the story of the sophisticated and scientifically developed Mayan society: Unproven beliefs became the substitute for facts. Once this happens, as the practice of beliefs cannot result in real solutions, the inevitability of failure takes place, and disaster is the only outcome.

Our inherent hubris about our being as evolved as we can possibly ever be, is another message that one can take from *The Watchman’s Rattle*. If we do not heed the lessons of the past, if we continue to ignore all the warning signs that threaten human existence—such as global recession, powerful pandemic viruses, terrorism, rising crime, climate change, rapid depletion of the earth’s resources, nuclear proliferation, and failing educational systems—we are doomed to extinction. However, if we do pay attention, Costa lays out a plan that places us in an excellent position to change a repetitive pattern of decline.

This is an excellent book, rich with challenging thoughts as well as perceptive solutions. Costa offers excellent research in this fully developed dissertation on the warning signs and potential solutions to human and global destruction.

Highly recommended.

Tina Brown, Editor-in-Chief and Founder, *The Daily Beast*

“The Gulf is drowning in oil, the housing market stumbles along, the Afghanistan conflict nears a decade long... why do all these problems seem so intractable and unstoppable? How did we get to this point of gridlock? Instead of hand-wringing we should all read Rebecca Costa’s *The Watchman’s Rattle* and start figuring out how to really solve these messes. Few other books have so clearly and sharply captured how our symptom-obsessed society means we’re always looking for the quick-fix and easy cure rather than searching for the deeper, longer lasting solutions. Her analysis of how we got to this point mixes history, biology, economics and much more to paint a picture of a society overwhelmed by tremendous problems, but with her Silicon Valley rationality and novel guide to intuitive thinking, Costa has pointed a way forward for all of us.”

E. O. Wilson, Two-Time Pulitzer Prize Winner

“I am on the side of Rebecca Costa. Let us become realists-in-search-of-a-solution rather than doomsayers.”

Dr. James Watson, Nobel Laureate

“Problems eventually become too complicated for the average intelligence—in *The Watchman’s Rattle*, Rebecca Costa depicts the challenges this presents.”

Donald J. Trump, Real Estate Developer and Entrepreneur

“Rebecca Costa has written a riveting examination of our world’s most dire and complex issues. Her message for mankind is an ultimately hopeful one as she explores her fascinating theory about the brain’s ability to develop advanced problem solving techniques in times of crisis. A must read!”

Library Journal

“Costa presents innovative messages about dealing with the many issues facing modern civilization....a warning and a resource. It will give concerned readers new hope in human capability.”

About the Author

About Rebecca D. Costa www.rebeccacosta.com

Rebecca Costa is a sociobiologist who offers an evolutionary explanation for current events and emerging trends. A new voice in the mold of Thomas Friedman and Malcolm Gladwell, Costa attributes modern consternation - from terrorism, crime on Wall Street, epidemic obesity and upheaval in the Middle East - to genetic imperatives. Retiring from a career in Silicon Valley, Costa spent six years researching and writing *The Watchman's Rattle*. The success of the book in 25 countries led to a weekly syndicated radio program called *The Costa Report*. Costa is presently represented by the American Program Bureau and the Scott Meredith Literary Agency. For more information visit www.rebeccacosta.com.

Users Review

From reader reviews:

Willie Long:

Here thing why this The Watchman's Rattle: A Radical New Theory of Collapse are different and trustworthy to be yours. First of all reading through a book is good nevertheless it depends in the content from it which is the content is as delicious as food or not. The Watchman's Rattle: A Radical New Theory of Collapse giving you information deeper as different ways, you can find any guide out there but there is no book that similar with The Watchman's Rattle: A Radical New Theory of Collapse. It gives you thrill looking at journey, its open up your own personal eyes about the thing which happened in the world which is maybe can be happened around you. It is possible to bring everywhere like in playground, café, or even in your approach home by train. If you are having difficulties in bringing the imprinted book maybe the form of The Watchman's Rattle: A Radical New Theory of Collapse in e-book can be your option.

Pat Swartz:

Now a day individuals who Living in the era everywhere everything reachable by connect to the internet and the resources within it can be true or not involve people to be aware of each information they get. How many people to be smart in acquiring any information nowadays? Of course the answer is reading a book. Looking at a book can help people out of this uncertainty Information especially this The Watchman's Rattle: A

Radical New Theory of Collapse book since this book offers you rich facts and knowledge. Of course the info in this book hundred pct guarantees there is no doubt in it you know.

Louise Suttle:

Reading a e-book tends to be new life style within this era globalization. With reading you can get a lot of information that will give you benefit in your life. Together with book everyone in this world could share their idea. Publications can also inspire a lot of people. Many author can inspire all their reader with their story or even their experience. Not only the storyplot that share in the books. But also they write about the information about something that you need illustration. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors in this world always try to improve their talent in writing, they also doing some research before they write to the book. One of them is this The Watchman's Rattle: A Radical New Theory of Collapse.

Jacquelynn Laverty:

The guide with title The Watchman's Rattle: A Radical New Theory of Collapse contains a lot of information that you can learn it. You can get a lot of profit after read this book. This book exist new understanding the information that exist in this book represented the condition of the world at this point. That is important to yo7u to be aware of how the improvement of the world. This particular book will bring you inside new era of the globalization. You can read the e-book on your own smart phone, so you can read it anywhere you want.

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