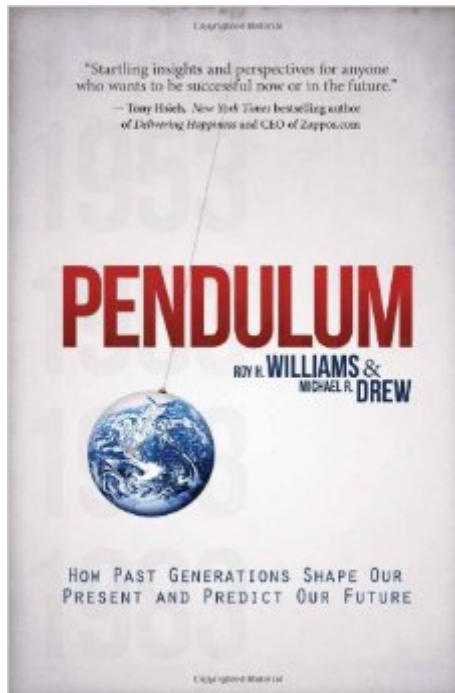


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# Pendulum: How Past Generations Shape Our Present And Predict Our Future



## Synopsis

Politics, manners, humor, sexuality, wealth, even our definitions of success are periodically renegotiated based on the new values society chooses to use as a lens to judge what is acceptable. Are these new values randomly chosen or is there a pattern? Pendulum chronicles the stuttering history of western society; that endless back-and-forth swing between one excess and another, always reminded of what we left behind. There is a pattern and it is 40 years: 2003 was a fulcrum year, as was 1963, its opposite. Pendulum explains where we have been as a society, how we got here, and where we are headed. If you would benefit from a peek into the future, you would do well to read this book. Â

## Book Information

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Average Customer Review: 4.3 out of 5 starsÂ Â See all reviewsÂ (81 customer reviews)

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## Customer Reviews

First, full disclosure: I'm a business partner with Roy Williams and a friend of Mike Drew's. If you want to take my review with a grain of salt because of this, I understand. But I think the intriguing and compelling ideas presented in this book are able to speak for themselves, quite apart from whatever my personal endorsement might bring to the table. Here's what I mean by that: just every 80 years we have a massive big time civic crises (usually involving wars). So you can think of the revolutionary war, civil war, and WWII. All pretty much 80 years apart, give or take a few years. In between you have spiritual awakenings, which are also 80 years apart, making each "awakening" about 40 years out from a civic crises. Of course, spiritual awakenings last a bit longer than wars, but the first "Great Awakening" started in 1720 and ended in 1750, with a mid period 1735. The second Great Awakening starts in 1800 and lasts till 1840, with a midpoint at 1820. The third Great

Awakening starts early, but ends about on time, going from 1850-1910 and making the midpoint at 1880. And then there's the 60's, aka "The Fourth Awakening" happening 80 years after 1880. Civic Crises and Spiritual Awakenings occur like clockwork, alternating every 40 years. Now, if you're a critical thinker, you're probably thinking to yourself that that's an interesting pattern/theory, but there are some holes and questions, right? How do you know I'm not cherry-picking events to fit the pattern and leaving out events that don't fit? And, what if this pattern does really exist -- so what?

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