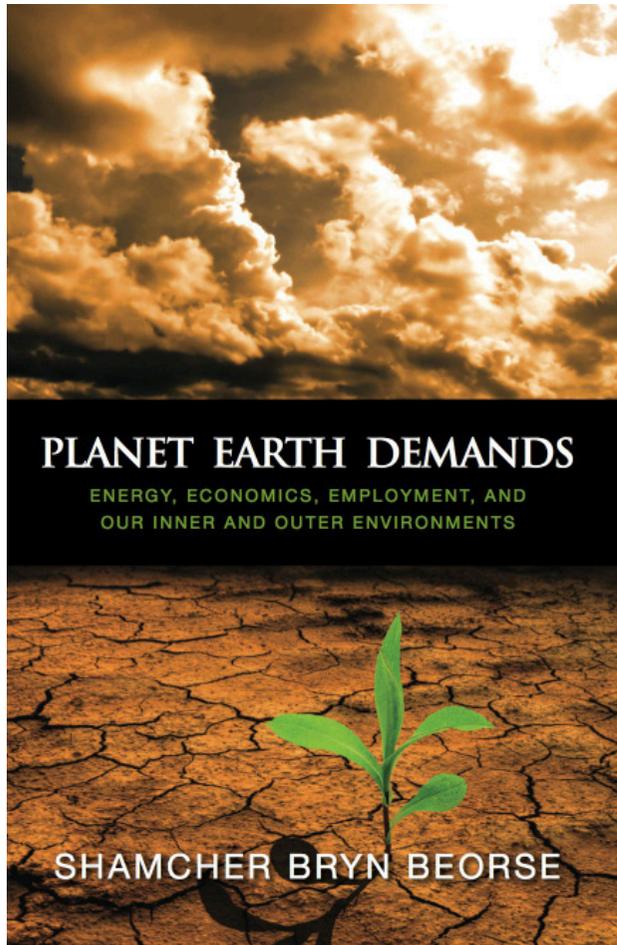


Shamcher Bryn Beorse

PLANET EARTH DEMANDS:

ENERGY, ECONOMICS, EMPLOYMENT, AND OUR INNER AND OUTER ENVIRONMENTS

NEW RELEASE



In “Planet Earth Demands,” economist, engineer, generalist and mystic, Shamcher Bryn Beorse, reveals his comprehensive overview of the forces and influences shaping humanity in the latter half of the 20th century. Concerned with the fate of the earth environmentally, socially and politically, he offers both advice and warning, peppered with personal anecdotes. His love of this life and our precarious human experiment urged him to write and add his voice to the increasingly urgent call of our planet. This expanded and all-inclusive vision of the cry of the earth is as important today as when it was written years ago in the late 1970’s. In Shamcher’s world-view there is no separation between the areas of energy, economics, employment, the individual’s pursuit of happiness and his own personal life-experiences. He subtly includes the spiritual life, touching on yoga and Sufi thought and practice as necessary and meaningful tools to address our current problems – not only at a personal level, but in the areas of city life, the environment, education and the media. In the book he points us to the yogis who do not identify themselves with their bodies or minds but see the whole environment, the whole planet, as themselves.

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Bryn Beorse (Shamcher) (1896-1980) authored many non-fiction books, novels and articles, covering topics of energy, economics, full employment, and global awareness as well as yoga and Sufism. He worked and travelled in over 65 countries from Norway to Borneo. Sent on a UN economic mission to Tunisia in the 1960’s, helping to rebuild the Norwegian economy after WWII, Beorse also spent time in exploration, travelling to the Kumbha Mela in India, living on the beach in the dunes of Oceano, and going to China at the time of the revolution. A spy in WWII, he was part of the plot to kidnap Hitler. He was an advocate of the giro-credit economic system, and he often spoke out against the stagnation of hierarchical organization. In the 1920s, Shamcher became a pupil of the great Sufi teacher, Inayat Khan, and was instrumental in developing Sufi centres throughout the world. He devoted the last years of his life to promoting OTEC, Ocean Thermal Energy Conversion, the source of benign solar power from the sea.