

NEWS RELEASE

| *The General Theory of Eco-Social Science* is a groundbreaking piece of work. The author, Jianfang Jin, reconstructs Social Science from the ecological perspective and introduces five completely new theories. This book not only indicates the direction of the social transition we are facing now, but also provides comprehensive theories as guiding tools to help people in achieving this goal.

| Jianfang Jin partially absorbed the reasonable ingredients from modern biology, ecology and physiology, and introduced a new concept of Eco-Entity with a comprehensive theory. Based on this foundation, Jin established the Eco-sociology, Eco-political, Eco-philosophy, Eco-economics and Eco-currency doctrine. The book is remarkable for the wide range of its theoretical foundation, the scope of its creativity and the originality of its thinking. It sets out to answer humanity's need to advance from an industrial civilization to an ecological civilization. It presents a host of all new theories of social sciences based on natural science.

The author applies these theories to current social practice in China and the world to demonstrate the direction society is heading and the operational principles and basic characteristics of future society. Its great importance lies in that it seeks to provide the theoretical guidance for contemporary reform. The main contents of the fourth section of the book, "Theory of Ecological Economics," have already found their way into the major policies of the Chinese government in its present economic system reform. This includes the ideas of "the driving force behind creativity" and "making the market the decisive force in resource allocation." The chief content of Section V, "The Theory of Eco-currency," is becoming the theoretical source of the new monetary policy of the central bank of China. The main contents of Section II, "Ecological Society," will become an important theoretical source for future political system reform in China.

In the past decades, economic crisis around the world continue to occur, the gap between rich and poor has been widened. The majority of the populace found themselves on the short end of the differentiation. This is not the Capital of sin, but is the results of disorder competition due to the poor market mechanism. The law of the jungle controls the market economy nowadays, appears as a primitive state of disorderly competition. Disorderly competition results in rapid capital accumulation and generates many world-class super large corporations which firmly control one or more industries. One painful lesson of the 2008 financial crisis is that once these gigantic corporations topple, the entire national economy would collapse. The government would have to commit the resources of the whole country to bail out those corporations, which, due to bad management, should have been shut down. Companies, like other organisms, have their own life cycles. Individual companies are constantly born, grow, age, and die away. Through this process of the new replacing the old, the socio-economic system keeps its youth and vitality and continues its operation. This can be compared to the cells in the human body, which constantly divide and die although the organism lives on. When disorderly competition enables large corporations to form, it completely destroys the market operation mechanism and makes society lose its ability for metabolism. Suffocated by the tumors that are super large corporations, the

society finds itself gasping for breath. Thus Jin proposed "orderly competition" reform measures. Orderly competition refers to the fact that the makers of market rules and monitors of market operation, using all possible means, maintain a relatively equal status among competitors, their relatively balanced acquisition of resources, and put them in relatively similar classes by strength. It means that they should plan corresponding market space according to the local conditions and ensure the fairness of the competition process and applicable rules. It means that they mobilize the enthusiasm and tap the potential of the competitors and enable them to compete in a highly efficient, sustained and orderly way. And it means that, within a controllable scope, they enable the realization of role (industry or system) functions and maintain the metabolism of the special organism. Jin believes: "In carrying out orderly competition, like horticultural design, construction and management, uniformity should not be mandated. It should not be a mechanical process. It is a job of ecological management, a kind of art, and can only work when the concrete circumstances are taken into account. The unique feature of ecological management is that 'Tho' flowers in a thousand poses never fail to charm, only brilliant reds and purples declare it is Spring."

Jin advocates that ecological civilization will appear after the agricultural and industrial civilizations in human history. It shall integrate human activity with the systems of ecological circulation in nature to seek harmonious synergy between humans and nature, humans and society, and amongst humans themselves. Ecologists in pursuit of an ecological civilization realize that the newly risen production mode is the economic basis of a society of ecological civilization, which is guided by market demand and corresponding production relations in the form of a supply network based on the market. The newly risen production mode and production relations will thoroughly change the operational mode of industrial society which was dominated by profit orient of industrial capital.

Ecologism stands that advocates social fairness and justice on the basis of equal and free competition. It advocates the realization of social governance and operation through the principle of "inspiration and guidance," "orderly competition" and "overall co-balance". It holds that "inspiration and guidance" can raise people's self-consciousness and help them become self-disciplined. "Orderly competition" will preserve the vibrancy of the social organization. Stressing the interdependence between humans and the natural environment and taking the initiative in building and adjusting all kinds of equal social competitive mechanisms will result in the "overall co-balance" of human society operation. Ecologism holds that the activity of human society must comply with and satisfy the responsibilities imbued in humankind by nature. Human society must understand its functions and roles in the earth eco-entity, especially in the circulatory systems of the nature eco-entity, and through self-organized orderly activities, fully perform its functions and roles in nature. Humankind should respect and protect the nature eco-entity and effectively utilize resources in the course of sustainable development and existence.

The General Theory of Eco-Social Science is a highly informative, insightful and in-depth study. Eye-opening and comprehensive, this book serves as a guiding tool that reveals how these theories play a pivotal role in improving the current situation society is facing. It promises to become a theoretical wellspring of Ecologism practitioners. It is a theoretical work heralding the advent of human society to ecological civilization.