



New Book Announcement
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“In the tradition of James’s *Varieties of Religious Experience*, David Nicol has gathered extensive, convincing evidence for the effectiveness of meditation and other consciousness disciplines in service of ecological and social justice.”

—ROBERT McDERMOTT, PhD, FORMER PRESIDENT OF CALIFORNIA INSTITUTE OF INTEGRAL STUDIES



Subtle Activism: *The Inner Dimension of Social and Planetary Transformation*

By David Nicol

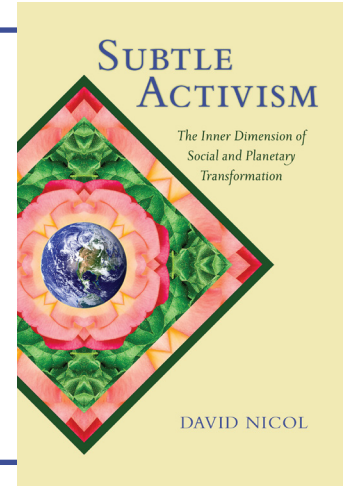
SubtleActivism.net

July 1, 2016 • State University of New York Press

230 pages • Paperback

Index/bibliography/illustrations

\$29.95 • ISBN: 978-1-4384-5750-5



Meditation and Prayer Contribute Measurably to Social Change

*Unique interdisciplinary study establishes a new field
that is crucial for our time of chaos and transformation*

Today’s cutting-edge scientific research points to the irreducibility of human consciousness and the factual reality of *psi* abilities that were once considered “paranormal.” And while it remains true that our consciousness is directly shaped by our environment, we now know *empirically* that thoughts and intentions change our physical reality—as seen, for example, with the well-established placebo effect as well as in measurable physiological effects of meditation, and in numerous discoveries in mind-body medicine. But does this same principle also extend to the social realm? Can practitioners of meditation, visualization, or prayer somehow induce societal transformation? If so, what role might such practices play in the popular movements of our time? Such questions are addressed in David Nicol’s *Subtle Activism: The Inner Dimension of Social and Planetary Transformation* (SUNY Press, July 2016)—the first comprehensive study of the idea that focused collective intention can powerfully and measurably contribute to social change. Nicol’s book has been called “scholarly, wise, and profoundly relevant” by James O’Dea, former president of the Institute of Noetic Sciences and director of Amnesty International (Washington office).

(see over)

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Scientific support for efficacy of directed collective intention

Over the centuries, communities of contemplatives and mystics have claimed that their spiritual practices have had far-reaching effects on others in their societies. Quantitative and qualitative studies of directed-intention in group settings appear to confirm such ideas, supporting the radical notion that consciousness is a “nonlocal” phenomenon. While many have commented on this research, Nicol brings unprecedented depth to this issue based on his several decades of interdisciplinary academic study, during which time he developed a mastery of the pertinent scientific research. *Subtle Activism* offers a critical review of the scientific findings, but goes much further, locating this once-obscure subject within the history of ideas and providing a seamless inquiry into a broad range of fields including quantum physics, religious studies, consciousness studies, transpersonal theory, and postmodern philosophy.

A crucial bridge between spiritual movements, social activism, and the global wisdom culture

Not satisfied with the role of theorist, Nicol’s work is also accompanied by a fervent personal commitment to social and political activism. True to his convictions, Nicol cofounded the Gaiafield Project, of which he is now executive director, perhaps the world’s leading organization in the field of subtle activism. He is also the organizer of WiseUSA, which engages thousands in prayer and meditation around the American presidential election process beginning in 2008, and continuing in 2016.

Subtle activism, he argues, represents a bridge between today’s spirituality movement and contemporary political movements for peace, environmental sustainability, and social justice. It should be seen as a crucial supplement for direct action and thus as a key part of a more integrated approach to social change. Keenly aware of the challenges of our contemporary situation, Nicol believes subtle activism has immense potential to unite large numbers of people worldwide in a new kind of movement for transformation. “Subtle activism,” he says, “is a rising force in support of the emergence of a global wisdom culture.”

David Nicol, PhD, teaches at the California Institute of Integral Studies, the Shift Network, and the Institute for Subtle Activism. He is executive director and co-founder of the Gaiafield Project, and co-founder of BeThePeace and WiseUSA, initiatives that have united tens of thousands of practitioners worldwide for large-scale meditation events dedicated to social change. A former environmental lawyer from Australia, David now lives in Berkeley with his wife Kate.

“One of the marks of a truly important book is that it challenges our deeply held convictions about what is real and what is possible in the world. . . . David Nicol’s *Subtle Activism* is an important book, a very important book.”

— FROM THE FOREWORD BY **CHRISTOPHER BACHE, PhD**

Subtle Activism: The Inner Dimension of Social and Planetary Transformation

Foreword by Christopher Bache, PhD

Introduction

1. The Inner Dimension of Social and Planetary Transformation
2. Subtle Activism and Spirituality
3. Subtle Activism and Science
4. Foundations of Subtle Activism
5. Subtle Activism and the Emergence of Planetary Consciousness

Conclusion

Appendices

Bibliography