

*A World of Three Zeros: The New Economics of Zero Poverty,  
Zero Unemployment, and Zero Net Carbon Emissions*

This month, Nobel Peace Prize laureate [Muhammad Yunus](#) talked about his book, *A World of Three Zero* on Book TV. See [www.c-span.org/video/?434251-2/world-three-zeros](http://www.c-span.org/video/?434251-2/world-three-zeros)

Yunus asks: who are humans really, partners or predators? His answer in *Three Zeros* is that we are “collaborators.” He argues that the classic idea of capitalism assumes the free market imposes curbs on economic inequality. In fact, it does not work that way, and inequality is growing markedly across the world, requiring a rethinking of the tenets of not only free-market capitalism, but also the marketplace.

Such a rethinking makes room for a hybrid “social business” that is not quite for-profit and not quite nonprofit but something that partakes of both while leveraging the human propensity for selflessness.

Entrepreneurship catering to the mass market, Yunus notes, will prove more sustainable in the end than “trying to sell a few more luxury goods to a handful of wealthy people who already have more things than they will ever need.”

A third plank of a revised economics includes sustainable, clean energy, which Yunus believes developing nations are better positioned to adapt than many advanced economies, precisely because they are more of a blank slate.

While antithetical to the prevailing capitalism, the author’s reforms, he insists, will yield an economic system that more closely corresponds to who humans really are: partners and not predators.

What does *Three Zeros* mean to the working class in Southeast Indy? It helps reinforce one of the planks of SEW-CTF: worker owned businesses. In fact, the members of the local working class can start businesses that have a social purpose-- in our case to both getting people out of poverty and also getting rid of it.

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See <https://www.kirkusreviews.com/book-reviews/muhammad-yunus/a-world-of-three-zeros/> for further review of *Three Zeros*

Also look at Yiunn’s 2010 book, *Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs*, 2010.

The SEW-CTF newsletter is edited by Chair John Harris Loflin [john.loflin@seindy.org](mailto:john.loflin@seindy.org).  
The task force meets the 3rd Wed. of the month at 6:30 on the 2nd floor at 901 Shelby St.