



A Manifesto for Rehumanizing Business and Life

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PART ONE: THE GREAT DRIFT

We live in a world of unprecedented control.

We command machines with a flick of a finger.

We communicate across oceans in an instant.

We move faster, work harder, and achieve more than at any point in human history.

But something vital has been lost.

The Industrial Revolution did more than mechanize labor—it mechanized us. It embedded in us an illusion of mastery over nature, over time, and even over ourselves. Where we once lived intimately connected to our environment—reliant on the rhythms of the earth, the seasons, the cycles of life—we now exist in artificial constructs that are human-made but not human-centric.

The boardroom replaced the campfire.

The spreadsheet replaced the hunt.

The Zoom call replaced the handshake.

We were taught that progress was the linear march toward more control. More predictability. More command over our world. But the price of that control was disconnection—not just from each other, but from the deeper, biological realities that have shaped us for millions of years.

We live, not in reality, but in an interpretation of it—a fractured, segmented version that reflects our obsessions with productivity and output, rather than the nature of our existence.

This is *The Great Drift*.

PART TWO: THE THREE CORE DISCONNECTIONS

1. Biological Grounding

We are animals first.

We forget this.

For millions of years, our nervous systems evolved in environments that required acute sensitivity to threat and reward. This is why a rustle in the bushes raises our heart rate. This is

why social rejection triggers physical pain. Our biology is rooted in survival—not in spreadsheets, not in quarterly reports, not in digital abstractions.

But in the modern world, we are surrounded by simulated threats. A nasty email triggers the same cortisol spike as a predator in the wild. A social media snub mimics the pain of tribal rejection. We are biologically coupled to our environment, and when that environment becomes artificial, we suffer the consequences.

We are riding a wild horse.

Some of us don't even know we're holding the reins.

The horse is ancient, millions of years old. It operates on instincts that were honed before we had language, before we had cities, before we had control.

Mastery is not taming the horse—it is learning to ride with it, to understand its rhythms, its moods, its triggers. It is the art of moving with biology, not against it.

2. Linguistic Generativity

Language is not a mirror of reality; it is the architect of it.

Human beings are the only species capable of generating realities through language. When you name something—a business, a relationship, a fear—you bring it into being. Language does not describe the world; it creates it.

We live inside *linguistic worlds*—vast, multi-dimensional spaces constructed of words, stories, and shared agreements. These are not just passive descriptions; they are active generators of reality.

Consider the difference between these two statements:

- “I can’t do this.”
- “I haven’t figured out how to do this yet.”

One closes possibility.

The other opens it.

The stories we tell ourselves are often inherited, unconscious, and rigid. We live inside *linguistic prisons* built of narratives that were handed to us by parents, teachers, society. Most people never examine these stories, let alone reweave them.

But you can.

Language is generative.

You can change the story.

And when you change the story, you change your life.

3. Philosophical Awareness:

We mistake the map for the territory.

Descartes severed the mind from the body, and we've been living in the wake of that fracture ever since. We think of ourselves as machines to be optimized, as objects to be managed. We live inside the *Zombie Operating System*—a state of being where we believe reality is fixed, objective, and fully knowable. This is the Cartesian illusion: that the mind is separate from the body, that the self is separate from the world.

It's a lie.

We are participatory beings, embedded in and inseparable from the fabric of reality. We do not observe the world; we *bring it forth* through our distinctions, our language, and our biology.

And when we forget that, we suffer.

We become trapped in brittle thinking, clinging to old maps that no longer reflect the terrain.

PART THREE: MAPPING THE BREAKDOWN

Where It All Goes Wrong

When we live inside this fragmented interpretation, predictable breakdowns emerge. These are not personal failings; they are the natural consequences of living out of alignment with our nature:

- **Chronic Anxiety:** Our biology is wired for survival in natural environments, but our modern world bombards us with abstract threats—notifications, deadlines, performance reviews. Our bodies react as if we are constantly under siege.
- **Disconnection:** The Cartesian split trains us to see ourselves as separate from the world, from nature, and even from each other. We treat relationships as transactions, communities as markets, and emotions as problems to be solved.
- **Stagnation:** The stories we tell ourselves become concrete. “This is who I am.” “This is how it’s always been.” These are not truths—they are cages. The ZOS doesn’t just describe reality; it enforces it.
- **Loss of Agency:** If you live inside rigid narratives, you believe that change is impossible. You are locked into a deterministic view of the world where things happen *to* you, not *through* you.

PART FOUR: MASTERY - LIVING OUTSIDE THE ZOS

Biological Mastery: Training the Horse

We are biological creatures first. Long before we could speak, write, or conceptualize, we survived by listening—listening to the environment, to our bodies, and to the cues that signaled safety or threat. This attunement was not intellectual; it was somatic. It lived in the body, not the mind.

And here's the brutal truth: in the modern world, we've lost touch with that primal intelligence.

We are riding a wild horse, but most of us are blindfolded and holding on for dear life.

The Reality of the Wild Horse

Your body is not just a vessel carrying your mind around—it is its own kind of mind. The signals it sends are not background noise; they are critical data points for understanding your reality. But in the world we live, those signals get ignored, numbed, or overridden.

When your heart rate spikes in a meeting, your body isn't malfunctioning—it's responding.

When you feel a sense of dread walking into a room, your body is picking up signals your conscious mind is too slow to catch.

When you freeze instead of fight or flee, your biology is doing exactly what it's designed to do.

We live inside a zoo of our own making—concrete walls, artificial lights, mechanized schedules.

But we are not zoo creatures. We are still wired for the hunt, for the firelight, for the rhythm of the seasons.

The Three Biological Myths

Myth 1: Control is Possible

The idea that you can command your body like a machine is an illusion.

Your biology is not under your conscious control—it is a vast network of autonomic responses tuned over millennia for survival, not convenience.

You can't simply choose to not feel fear.

You can't command yourself to feel joy.

You can't willpower your way out of anxiety.

But what you can do is learn to **ride the horse**.

You can learn its rhythms, its triggers, its moods.

You can learn to steer—not by force, but by understanding its nature.

Myth 2: Thoughts Are King

We live in a world that worships cognition.

“Think your way through it.”

“Just change your mindset.”

But this is upside down.

Most of your thoughts are not generated by some rational mastermind sitting at the control center of your brain. They are reactions—neural outputs triggered by sensory inputs and biological states.

If you are hungry, you will think different thoughts than if you are full.

If you are sleep-deprived, your interpretation of reality will be fundamentally different than if you are rested.

If you are afraid, you will interpret neutral events as threats.

In *Descartes' Error*, Antonio Damasio showed that our “rational” decisions are deeply informed by our bodily states. When you feel confident, it is often because your body is in a posture of confidence. Your nervous system is not just reacting; it is interpreting.

And it is doing so *before you even know it*.

You are the last to find out what you are feeling.

Myth 3: Mind Over Matter

We have been taught that if you just “get your mind right,” the rest will follow.

But this is like putting a toddler behind the wheel of a freight train.

The mind is a rider, not the horse.

You can nudge. You can suggest. You can influence.

But your biology has final say.

The question, then, is not how do you *control* it?

The question is how do you **listen** to it? How do you **ride** it?

Learning to Ride the Horse

To master your biology, you must first accept that you are not a machine—you are a living system. And that system is adaptive, responsive, and deeply intelligent.

The steps to biological mastery are not hacks; they are practices.

This is not about optimization—it is about *alignment*.

Step 1: Attunement

Before you can influence the horse, you have to listen to it.

Most people are so dissociated from their body that they don't even know when they are stressed, anxious, or terrified.

Start simple:

- **Body Scan** – Close your eyes and scan from head to toe. Where is there tension? Where is there ease?
- **Breath Awareness** – Are you breathing shallowly? Are you holding your breath?
- **Posture Check** – Are your shoulders tight? Is your jaw clenched?

These are not just signals; they are *conversations*.

Your body is telling you something. Are you listening?

Step 2: Regulation

Once you can hear it, you can begin to influence it.

Not by force, but by working with its nature.

- **Breathwork** – Deep, slow breathing activates the parasympathetic nervous system, signaling safety.
- **Movement** – Walking, stretching, and deliberate movement release stored tension.
- **Cold Exposure** – Shocks the system into regulation, teaching resilience under controlled stress.

Regulation is not about suppression; it is about giving the body what it needs to recalibrate.

Step 3: Rhythm and Ritual

Your biology is tied to cycles—circadian rhythms, seasonal shifts, even lunar cycles.

When you ignore these, you disrupt the natural order of your nervous system

To master the horse, you build **rhythms and rituals** that align with its nature.

- **Consistent Sleep Patterns**
- **Regular Physical Movement**
- **Mindful Eating**
- **Technology Fasting**

You don't just manage stress—you create environments where stress is less likely to hijack you.

Step 4: Mastery Through Surrender

The final step is paradoxical. To master the horse, you must surrender to its nature.

This doesn't mean giving up control; it means giving up the *illusion* of control.

You are not here to dominate your biology—you are here to dance with it.

To learn its rhythms, to ride its waves, to be with it instead of against it.

When you understand that, the horse stops fighting you.

You move together.

That's mastery.

Linguistic Mastery: Reweaving Your Reality

We live in language. Not metaphorically—literally.

If biology is the horse, then language is the terrain it runs on. And most of us are running blind, stumbling through a landscape we don't even realize we are creating

When I say you live in language, I don't mean you just use it to communicate. I mean it is the architecture of your perception. It is the skeleton of your reality.

Think of it this way:

- You have never directly experienced “reality.”
- All you have are interpretations—narratives, stories, meanings—that are constructed through language.

The world is not made up of things. It is made up of *distinctions*.

You think you see a tree, but what you actually see is a boundary you have linguistically marked as “tree.”

Before you had language, it was just sensation—shades of green, rough textures, filtered light.

Language is the act of carving up the seamless flow of experience into *things* you can manipulate, talk about, and remember.

The Power (and Danger) of Distinctions

A distinction is a line drawn in the sand of reality. It is a declaration:

- **This is a boundary.**
- **This is separate from that.**
- **This is important, that is not.**

But here's the brutal truth:

Most of the distinctions you live inside were given to you.

You didn't invent them; you inherited them.

You didn't choose them; you were handed them.

And you are living your life inside of them without realizing it.

Linguistic Traps: When Language Owns You

Most people live inside what I call *Linguistic Prisons*.

These are invisible barriers constructed from language that you mistake for reality.

Here's how it shows up:

- **"I am not good at this."** → You've drawn a boundary around your ability and called it truth.
- **"People can't be trusted."** → You've linguistically frozen all future interactions into a preordained narrative.
- **"I'm too old/too young/too inexperienced."** → You've carved up possibility with a single sentence.

You are living inside bars made of words.

But here's the secret: the bars are *chalk lines*.

They only hold you if you believe in them.

The Act of Reweaving: Language as a Design Tool

If language is the architecture of your experience, then you have the power to redesign it.

To reweave it.

This is not just positive thinking; this is ontological design.

Ontological design means understanding that your words don't just describe reality—they *create* it.

- **“I am learning to understand this.”** → Reframes struggle as growth.
- **“This situation is stretching me.”** → Changes discomfort into an opportunity for expansion.
- **“I haven't mastered this...yet.”** → Leaves the door open for evolution.

You are not here to *discover* reality—you are here to *create* it.

This is the heart of Linguistic Mastery.

The Three Core Practices of Linguistic Mastery

1. Linguistic Reframing

Most people believe their words describe the world.

The reality is that your words *design* the world you live inside.

Reframing is the practice of deliberately shifting the language you use to interpret your experience.

- “I failed.” → “I learned.”
- “I'm stuck.” → “I'm gathering information.”
- “This is the end.” → “This is the beginning of something new.”

The words you use are not just descriptors; they are *commands* to your nervous system

When you reframe, you are literally altering the architecture of your experience.

It is not semantics—it is ontological design.

2. Linguistic Commitments

Language is not just descriptive; it is generative.

When you make a commitment in language, you are not describing what is—you are bringing something into existence.

- **Declarations:** “This is what I stand for.”
- **Promises:** “I will do this by Friday.”
- **Requests:** “I need your support on this.”

- **Offers:** “Here’s what I’m willing to bring.”

These are not just words—they are acts of creation.

When you declare something, you change the landscape of possibility.

The world *listens* to your commitments.

So does your biology.

3. Linguistic Distinctions

Distinctions are how you carve up reality.

If you have no distinction for something, you cannot see it.

- Before you learned “entrepreneur,” you could not identify the essence of creating something from nothing.
- Before you learned “mood,” you simply felt good or bad—you didn’t understand the architecture of your emotional state

Distinctions are tools for precision.

When you add distinctions, you add layers of clarity and choice to your reality.

There is great power in becoming a linguistic master. It is the matrix.

Here’s the radical truth:

You are living inside a linguistic world.

And you are the architect.

Most people are handed their language—given distinctions, stories, and interpretations by their parents, teachers, and society. They never question them. They just *live* them.

But when you take ownership of your language, you become the designer of your experience.

- You can choose the interpretations that serve you.
- You can reframe breakdowns into breakthroughs.
- You can call forth realities that did not exist before you spoke them.

This is not poetry; this is **operational reality**.

You are living inside the world that your words have created.

And when you become a master of language, you become a master of reality.

Philosophical Mastery: Shattering the Zombie Operating System

If biology is the hardware and language is the software, then philosophy is the **operating system**—the fundamental code that governs how you interpret, engage with, and live inside reality.

Most people don't even know they have an operating system. They just assume that what they perceive is *the way things are*. They don't realize that their entire experience of reality is filtered through deep, often invisible assumptions about what's real, what's possible, and what matters.

And for the vast majority of people, that operating system is corrupted. It's been infected by what I call the **Zombie Operating System (ZOS)**.

The Zombie Operating System (ZOS): Living Inside Dead Idea

The Zombie Operating System is a set of deeply embedded, unexamined assumptions about the nature of reality and human existence. It's called "zombie" because it's dead—fossilized thinking from the Industrial Revolution—but it keeps moving, infecting, replicating.

It was born in the machine age. When human beings began to build factories, assembly lines, and mass production, we also began to *see ourselves as machines*. We internalized the idea that we are controllable, predictable, and optimized through mechanistic thinking

In the ZOS, you are not a living, breathing, sensing biological organism. You are a unit of productivity. You are a resource to be optimized.

And here's the kicker: you didn't choose this.

You *inherited* it.

You were born into it, and you absorbed it like oxygen.

The Mechanistic Delusion: How We Lost Our Humanity

Descartes—who famously declared, "I think, therefore I am"—split the mind from the body. It was a radical departure from everything that came before. He birthed the idea that the mind is separate from the world, that thinking happens in isolation, and that the body is just a machine to be operated.

This created the illusion that:

- Reality is objective and fully knowable.
- The mind is separate from the body.
- Human beings are fundamentally controllable and optimizable.

But this is a delusion. It is a map that has been mistaken for the territory.

And it is killing us.

When you live inside the ZOS, you:

- Prioritize efficiency over experience.
- Reduce relationships to transactions.
- View learning as the acquisition of information, not the evolution of understanding.
- See breakdowns as failures instead of opportunities for deeper wisdom

You become a *cog* in a machine of your own making, blind to the fact that the entire machine is imaginary—constructed from language and inherited distinctions.

The Prison of Cartesian Thinking

Cartesian thinking is the software code that powers the ZOS.

It's the assumption that reality is fixed, objective, and independent of you.

But what if that's not true?

What if reality is *participatory*?

What if you are not just observing it—you are *creating* it?

In Cartesian thinking, you are separate from your environment. You *observe* the world.

In a participatory reality, you *co-create* it with your language, your actions, and your presence.

This is not philosophy—it is biology.

You are coupled to your environment. When you change, it changes. When it changes, you change. You are not a separate observer; you are a living participant.

The Antidote: Philosophical Mastery

Philosophical Mastery is the practice of consciously choosing your operating system.

It's about stepping outside the inherited narratives of mechanistic thinking and reclaiming your ability to interpret and *design* your experience.

Here's what it looks like:

1. Reclaiming Ontology:

- Ontology is the study of *being*—of what is real.
- Instead of assuming the world is a collection of fixed objects, you begin to see it as a field of possibilities.
- This means you don't just react to reality; you shape it.

2. **Destroying the Myth of Objectivity:**

- In the ZOS, you think you are a detached observer.
- In reality, you are entangled with everything you see, hear, and feel.
- Your interpretation is not passive; it is *active creation*.

3. **Stepping into Participatory Reality:**

- You begin to see that every conversation, every distinction, every commitment is an act of creation.
- You are not discovering reality—you are bringing it forth.

4. **Breaking the Spell of Mechanistic Thinking:**

- You are not a machine.
- You are a living, breathing, sensing organism.
- You are not here to optimize—you are here to evolve, to participate, to create.

Rewiring the Operating System

If you want to shatter the Zombie Operating System, you have to rewire your operating system:

- **Language Mastery** becomes your primary tool. You don't just describe reality; you design it.
- **Biological Mastery** allows you to decouple from industrial rhythms and re-align with your evolutionary nature.
- **Philosophical Mastery** liberates you from the illusion of objectivity and opens the door to participatory reality.

This is not self-help.

This is self-mastery.

The End of the Machine and the Beginning of You

We've been living inside a cage of language and philosophy that we did not choose.

The Zombie Operating System (ZOS) was inherited—passed down like a family heirloom, unquestioned and unexamined. It defined what is real, what is possible, and what it means to be human. It taught us that life is a series of transactions, that success is efficiency, that meaning is measured in productivity.

But now, the machine is breaking.

And that is its gift to us.

What Happens When the Machine Breaks?

When the narratives collapse—when the machine stutters and dies—you feel it as despair.

You feel it as *liminality*, the in-between space where the old stories fade and the new ones haven't yet formed.

This is the sacred ground of transformation.

This is where you begin to see the world—not as it was handed to you—but as it actually is.

Wild. Unknowable. Participatory.

The collapse of the ZOS is not a tragedy. It is an invitation to finally step into your own design. To live as if you were not a machine. Because you aren't.

The Three Pillars of Human Mastery

If you are going to walk out of the cage, you need three things:

1. **Self-Mastery**

- The practice of understanding and designing your own perceptions, moods, and actions.
- This means learning to see your body as your partner, not your slave.
- It means understanding that thoughts are not commands—they are suggestions.
- You learn to observe your own moods like weather patterns, respecting them without being dominated by them.

2. **Relational Mastery**

- The art of entering deep dialogue instead of mechanical transactions.
- This requires shedding the ZOS mindset that views people as objects—resources to be managed or optimized.
- In deep dialogue, you do not just communicate—you *co-create*.
- You realize that relationships are not just part of life; they are *the ground of being*.

3. **Environmental Mastery**

- The skill of crafting your surroundings to match your biological and philosophical design.
- This is not about controlling the world—it's about aligning with it.
- You learn to curate your physical, linguistic, and social environments to bring forth your best self.

The Birth of a New Operating System

As you walk away from the ZOS, you don't just shed a way of thinking—you *install* a new operating system:

- One that is not mechanical, but **biological**—in sync with your evolutionary design.
- One that is not transactional, but **relational**—in tune with human connection.
- One that is not rigid and fixed, but **adaptive**—capable of evolving as you do.

You are not rebuilding the machine.

You are *replacing it entirely*.

What Life Looks Like Outside the Machine

When you live outside the ZOS, you move differently.

You begin to feel the rhythm of your own biology—no longer suppressed by mechanical schedules and artificial expectations.

You start to see your moods not as obstacles, but as information. You work with them, not against them.

Relationships transform.

You stop viewing people as objects to be navigated and start seeing them as co-creators in a shared narrative.

You don't have conversations—you have *encounters*.

Your environment shifts.

You no longer tolerate spaces that choke your spirit.

You design your world—physically, emotionally, linguistically—to support who you are becoming.

And maybe, for the first time in your life, you feel what it's like to be *alive*.

The End of The Machine Is the Beginning of You

The machine wants you to optimize, to manage, to control.

But what if your purpose is not to optimize, but to *emerge*?

What if your purpose is not to control, but to *co-create*?

To do this, you must step outside of the inherited narratives. You must move beyond the Zombie Operating System.

And that's not just philosophy—that's the most practical thing you can do with your life.

Because when you change the operating system, you change everything.

CONCLUSION

A New Lens for Being Human

The journey we've taken is not a linear path from ignorance to knowledge—it's a spiral of deepening understanding, of shedding illusions, and of reclaiming the essence of what it means to be human in a world that has forgotten. We started with the recognition that something fundamental is broken in our way of being. We are adrift, unmoored from our biological nature, lost in linguistic worlds we did not consciously choose, and governed by philosophies that are as invisible as they are powerful

But the heart of this work is not about tearing down—it's about revealing what's been hidden in plain sight: **the operating system of being human.**

We've exposed the mechanics:

- How biology drives us, not as deterministic robots, but as organisms deeply coupled to our environment—an environment that we no longer recognize.
- How language shapes our reality, not as a passive medium, but as the architect of our experience.
- How philosophy is not an abstract, intellectual game, but the very foundation of how we interpret the world and act within it.

And we've named the dissonance: **The Great Drift.** This disconnection from our design, from our human-ness, that has left us wandering in existential fog, patching narratives that don't fit, clinging to identities that were never truly our own.

But it's not destiny. It's design. And designs can be reimaged.

The New Possibility

What if you could see the architecture?

What if you could understand the mechanisms that drive your moods, your actions, your sense of self?

What if you could consciously reweave the narratives that hold you hostage?

This is what it means to step out of the Zombie Operating System. It's not just a metaphor—it's a call to wake up. It's an invitation to participate in your own becoming, not as a passive observer but as an active creator.

You are not an object in the world. You are a world unto yourself—an unfolding narrative, a linguistic world in motion, a biological symphony that, when played with mastery, creates not just survival, but profound aliveness.

Living with Mastery

The final move is not theoretical. It is lived. It is practiced. It is embodied.

- It's feeling the signals of your body and knowing their language.
- It's catching the invisible narratives that shape your reactions.
- It's moving through the world with the clarity that *you are a designer of meaning*, not just a consumer of it.

To live with mastery is to become fluent in your own design—to know the language of your biology, the architecture of your narratives, and the philosophy that governs your sense of self. It is to wake up in the world, no longer adrift, but grounded and free

The Path Forward

The work does not end here. In fact, it begins now.

If you are ready, you have the tools. You have the distinctions. You have the architecture. But more than that, you have the invitation to step back into your own humanity—not as something to be conquered, but as something to be mastered.

Because it is only when you understand the design that you can transcend it.

And it is only when you transcend it that you are truly free.

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