



New E-book “CROSSROADS AND/OR ILLUSIONS, COPING WITH PLUG & PLAY IDEOLOGY“

BELGRADE, SERBIA, June 10, 2014 /EINPresswire.com/ -- I am the author of a book under the title “CROSSROADS AND/OR ILLUSIONS, COPING WITH PLUG & PLAY IDEOLOGY“ that is published in electronic form and is available through retail networks Amazon Kindle, Barnes & Noble and iTunes.

Book addresses some modern, trendy hot issues such as real necessity of hi tech gadgets in our lives, substitution of our real lives with virtual ones, influence of hi-tech computer and robotic force on human beings jobs. Besides, mentioned many other, mainly, economic and social issues are reviewed in this book, such as, basic needs, optimal and fair distribution of wealth, advantages and disadvantages of an uniform versus divided & different world etc..

The book is some kind of questioning trial that challenges our conventional mainstream way of thinking. Provocative questions make us skeptic over some definite answers that have almost become some axioms. Among many aphorisms I wrote there are two that should be taken as granted - They say, You are on the right path. I think I am at a crossroads; We live virtually but die for real.

Work is mixture of journalist and semi-scientific reports and analyses style on one side, and personal, to some extent, autobiographical impressions over ongoing world happenings on the other side. I will finish this short cover letter with strong therapeutic message in subtitle that we must cope with New Plug & Play Ideology if we want to survive.

PRESS RELEASE

Whom do we work and serve for? That is the question that needs immediate and exact answer. Computers, politicians, rich investors or somebody or something else. Probably, none of mentioned is satisfactory answer. In Crossroads and/or Illusion, Coping with Plug & Play Ideology Aleksandar Krzavac addresses some of hot issues of modern world.

It looks that 21st century problems in economy and politics are tried to be solved by tools of 19th century. Can you imagine how could you drive car in idle gear, nothing would happen no mater how good driver you are. Neoliberal theory seems tight for outstanding development of Science & Technology in this century, social infrastucture must be updated, or, even deeply changed. Krzavac shows that economic growth does not neccessarily mean employment growth as well as that fast Science & Technology development goes for better just for a very few, mainly rich. Next, masses of ordinary people are offered virtual in exchange for real, true life that is, day by day, affordable to class of rich. As much as time passes inequalities are higher and higher worldwide. That threatens basic principles of democracy, so keeping eyes wide shut won't, certainly, go for better.

This work is a kind of softcore Manifesto that challenge people for rethinking some attitudes and concepts as well as proactive seeking to solutions of global problems. However, Crossroads and/or Illusions, Coping with Plug & Play Ideology will nobody leave indifferent.

The e-book is available through retail networks at Amazon Kindle, Barnes & Noble and iTunes.

Aleksandar Krzavac was born in 1959 in the former Yugoslavian capital Belgrade. Holder of a University degree in economics Krzavac is the author of e-book of aphorisms and cartoons titled Close Your Eyes the Future Has Just Begun.

In his second e-book Crossroads and/or Illusions, Coping with Plug & Play Ideology Krzavac tries to challenge people thinking out of convenient life, in order, as subtitle of books says, to cope with Plug & Play Ideology. At this point even understanding is enough, and allowed, as first step to long journey of world continual changing to its optimal status, Krzavac quotes in his book.

At present Krzavac lives in Serbian capital Belgrade, employed with Serbian Broadcasting company on the position of journalist. He is married, father of three daughters.

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