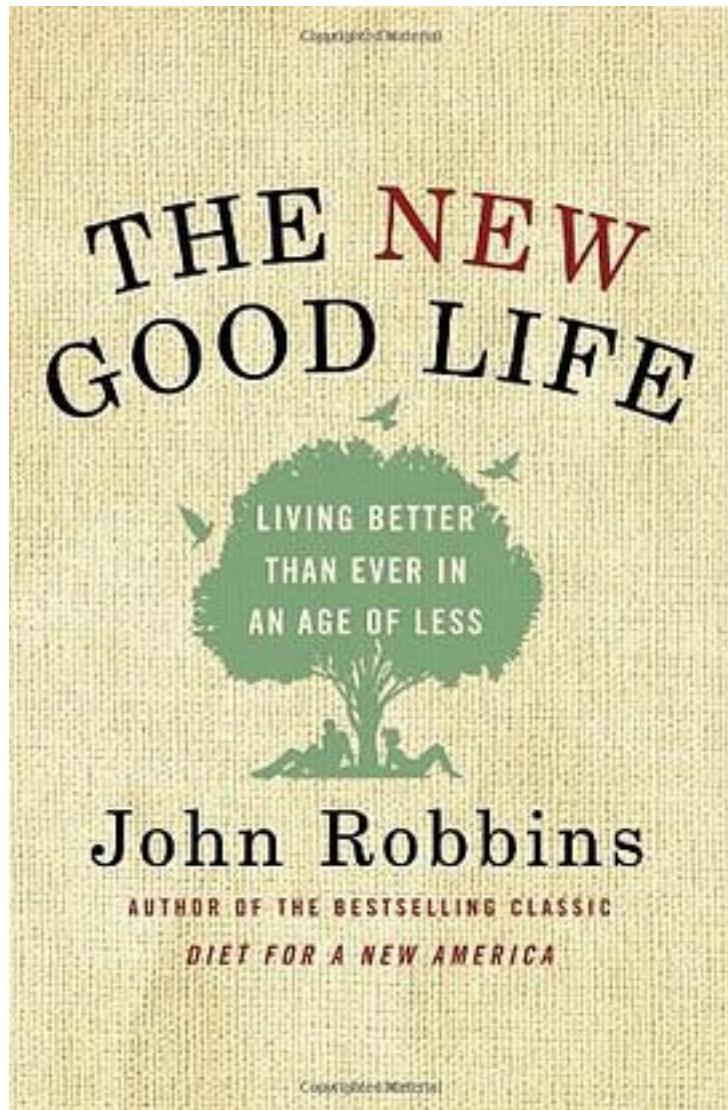


# The New Good Life



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著者:John Robbins

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How do you define the good life? For many, success is measured not by health and happiness but by financial wealth. But such a worldview overlooks the important things in life: personal contentment, family time, spirituality, and the health of the planet and those living on it. A preoccupation with money and possessions is not only unhealthy, it can also drain the true joy from life.

In recent years, millions have watched their American Dreams go up in smoke. The international financial collapse, inflation, massive layoffs, and burgeoning consumer debt have left people in dire financial straits—including John Robbins, a crusader for planet-friendly food and lifestyle choices, who lost his entire savings in an investment scam. But Robbins soon realized that there was an upside to our collective financial downturn: Curtailed consumerism could lead us to reassess our lives and values.

The New Good Life provides a philosophical and prescriptive path from conspicuous consumption to conscious consumption. Where the old view of success was measured by cash, stocks, and various luxuries, the new view will be guided by financial restraint and a new awareness of what truly matters. A passionate manifesto on finding meaning beyond money and status, this book delivers a sound blueprint for living well on less. Discover how to

- create your own definition of success based on your deepest beliefs and life experience
- alleviate depression, lower blood pressure, and stay fit with inexpensive alternatives for high-cost medications
- develop a diet that promotes better health—and saves you money
- plan for—and protect yourself from—future economic catastrophes
- cut down on your housing and transportation costs
- live frugally without deprivation
- follow in the footsteps of real people who have effectively forged new financial identities

The New Good Life provides much-needed hope and comfort in a time of fear and uncertainty. Here is everything you need to develop high-joy, low-cost solutions to life’s challenges. Practical and timely, this book equips you with the skills needed not only to survive but to thrive in these challenging times.

作者介绍:

作者介紹

約翰. 羅彬斯 (John Robbins)

「三一冰淇淋」創辦人之子，早年即放棄繼承家業，致力於推廣健康自然的生活方式。著作《新世紀飲食》(Diet for a New America)，公開肉食與乳製品的製作真相及其對健康、環境的危害，暢銷百萬冊。另

著有《還我健康》(Reclaiming Our Health) 等多部作品，全球版權售出超過十五國。

他曾任聯合國兒童基金會專題演講人。一九八七年獲美國新聞界最高榮譽「普立茲獎」提名。一九九四年獲瑞秋·卡森獎 (Rachel Carson Award)。另曾獲史懷哲人道主義獎 (Albert Schweitzer Humanitarian Award)、和平修道院良知勇氣獎 (Peace Abbey's Courage of Conscience Award)、綠色美國終生成就獎 (Green America Lifetime Achievement Award) 等。目前與家人住在北加州，住家與辦公室皆靠太陽能發電。個人網站：[www.johnrobbins.info/](http://www.johnrobbins.info/)。

譯者介紹

蔡孟璇

東海大學外文系畢業，加州州立大學北嶺分校語言學碩士。現任出版社編輯、自由譯者。曾獲第二十三屆梁實秋文學獎譯文組評審獎。譯有《能量醫療》、《開機》、《遺失·時間》(英譯)。Email: [windhorse7@gmail.com](mailto:windhorse7@gmail.com)。

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