

## From 'pure manufacturing' to 'service economy'

One arena where the Club of Rome is concentrating its efforts is in the "future of work," for which a special task force has been created. Alexander King introduced this theme at the beginning of the Nov. 30 press conference. He proclaimed: "Full employment as we've known it in the past will never happen again. We need different approaches to activity, with a smaller part of the population involved in gainful employment and a larger part in other forms of activity."

This leitmotif of "work" (or perhaps no work) and "solving the unemployment problem," was repeated incessantly during the first couple of days of the conference. Obviously, there is a very real and dangerous problem in Europe and other parts of the world with growing unemployment, but finding a real solution, based on increasing production, has nothing to do with the Club of Rome approach. Hence, in his opening address, Lower Saxony Gov. Gerhard Schroeder praised to the skies the new Volkswagen arrangement of a four-day work-week, as a positive "crisis-management alternative" to layoffs. VW, of course, is one of the big supporters of Club of Rome activity.

Another angle on this was presented Dec. 2 by Orio Giarini, head of the Geneva Association, the think-tank of the big insurance and reinsurance companies.

Giarini, a Club of Rome "economist," claimed that the solution to the problem of unemployment lies in realizing that the world has moved out of the era of manufacturing to that of services. What has been happening since the 1970s is not, in fact, a problem of "limits to general economic growth," but rather "a period of turbulences due to the transition from the great cycle of the classical industrial revolution which lasted for two centuries." There has been a new form of "growth" emerging since the 1970s, as an alternative to the previous form "based on the development of bigger and faster tools and of productive investment essentially in hardware rather than software, in machine rather than organization, in tangible projects rather than communication." The trend is toward decreasing emphasis on "hardware tools and agricultural produce," and toward "service-type functions," he said, adding that the 25 years of exceptional economic growth following World War II, the "Golden Quarter-Century" is giving way to a 'service economy.' "Therefore, "pure manufacturing activities" are no longer in a position to "add to employment in the traditional way. . . . Even within manufacturing activities, service functions have become dominant."

According to Giarini, "the undeterministic idea of uncertainty" is replacing the "deterministic philosophy of certainty," and this is linked to "the redefinition of basic concepts such as economic value, productive activity, the function of prices, etc." Giarini is the co-author of a book released earlier this year, entitled *The Limits to Certainty*.

# LaRouche and the war of ideas against the Club of Rome

by Mark Burdman

Since its inception in 1968, the Club of Rome has been the quintessential counter-movement to the Leibnizian Academy movement created by Lyndon LaRouche during 1966-68. Hence, it is ironic that the Club would choose to hold its 25th anniversary get-together in Hanover, the city of Gottfried Wilhelm Leibniz, whose philosophical writing inspired LaRouche during his teens.

In the 1966-68 period, LaRouche was building the seed-crystal of what would later become the International Caucus of Labor Committees, by drawing out from the anti-Vietnam War and student protest movements in the United States, those individuals who were willing to fight against the countercultural trends prevailing among their peers, and devote themselves to creating a renaissance based on the most advanced concepts of science, technology, and physical economy.

At the same time, the founders of the Club of Rome—primarily the Italian Olivetti corporation's Aurelio Peccei, Soviet systems analyst Dzherman Gvishiani, and British science quack Dr. Alexander King of the Organization for Economic Cooperation and Development in Paris—were preparing to launch a movement, among youth and others, in favor of neo-malthusianism, "ecologism," irrational rejection of science and technology, and hatred for mankind.

It was out of the Club of Rome's efforts, in large part, that the movement known as "environmentalism" or "ecologism" came into existence. This was the goal, accomplished with the help of the corrupt western media, of the fraudulent *Limits to Growth* study released in 1972. At the time, LaRouche blasted the Club of Rome book, authored by MIT systems analysts Dennis Meadows and Jay Forrester, in a pamphlet, "Blueprint for Extinction." All of this was occurring at a crucial point in world history. LaRouche had, beginning in the late 1950s, accurately forecast the financial-economic upheavals that were to manifest themselves on Aug. 15, 1971, with the end of the Bretton Woods system officially marked by President Richard Nixon's decision to decouple the U.S. dollar from gold. After Aug. 15, 1971, LaRouche's

credibility zoomed, support for his movement grew, and it was clear that the world was at a crossroads: the future would witness either some kind of positive, ordered transformation, centered around a reorganization of the world economy and a renewal of industrial growth and scientific and technological progress, or a turn toward fascism. It was the aim of the Club of Rome and its founders and backers to actualize the latter alternative.

The roots of the battle between LaRouche and the Club of Rome go back to the period from 1948 to 1952, when LaRouche was making a fundamental breakthrough in proving that the claims of the crowd pushing the new fashions of "artificial intelligence" and "cybernetics" had no correspondence with the reality of human creativity, human history, and the laws of physical economy.

The Club of Rome represents cybernetics and systems analysis run amok, epitomized by Meadows and Forrester's *Limits to Growth*. Their projections of world "carrying capacity," "limited resources," etc., were based on the input of linear equations that axiomatically excluded the possibility of the effects of scientific and technological progress, which would remove such "limits," the kind of progress on which all of human history has been based.

### **LaRouche's just economic order**

The battles between the Club of Rome and the LaRouche movement continued throughout the 1970s, not necessarily out in the open, but often in the corridors of power in many countries. Hence, over 1974-76, as LaRouche was promoting the concepts of a general debt moratorium for the developing sector and the creation of an International Development Bank around which a new, just world economic order could be built superseding the predatory International Monetary Fund and Bretton Woods system, the Club of Rome was expanding into the Third World, presenting top ministries of Iran, Egypt, Venezuela, and other countries with the "regional studies" contained in the 1974 book *Mankind at the Turning Point*, co-authored by Case Western Reserve University's Mihajlo Mesarovic and Hanover's malthusian planner, the late Eduard Pestel, an intimate of Alexander King and Aurelio Peccei. That book began with the warning: "The World Has Cancer and the Cancer Is Man."

Further Club of Rome assaults came with the 1976 publication of *Re-Shaping the International Order*, and in 1977, *Goals for Mankind*. The latter, a bitter attack on industrial growth and urban civilization, was written by Dr. Ervin Laszlo, at the time head of the "Project on Futures" of the United Nations Institute for Training and Research (Unitar). Throughout the late 1970s and into early 1980s, Laszlo was a compulsive profiler of LaRouche activities and writings, and was caught by a LaRouche representative, at a conference in Trieste in 1983, twisting some of LaRouche's ideas on Plato and the German mathematician Bernhard Riemann, in order to come up with conclusions opposite to those of

LaRouche. Laszlo is today a hero of numerous gnostic movements, including the Baha'i International and the London-based Lucis (formerly Lucifer) Trust.

### **Refuting zero growth**

The battle between the LaRouche movement and the neo-malthusians took a new direction when LaRouche's wife, Helga Zepp-LaRouche, founded the Club of Life, explicitly as a counter to the Club of Rome. The Club of Life was officially founded at a conference in Rome in October 1982. Soon thereafter, Lyndon LaRouche wrote a book on behalf of the Club of Life, entitled, *There are No Limits to Growth*. In the first chapter, "Mother Nature Kills German Forests," LaRouche wrote:

"It is not the growth of industry which destroys the world's forests. In most cases, the cause is a lack of industrial output, a lack of good industrial management of the ecosphere. Over the past 15 years, the greatest single cause for destruction of the world's 'ecology' has been the toleration of the policies demanded by the so-called 'ecologists,' the so-called 'neo-malthusians' of the Club of Rome, of the International Institute for Applied Systems Analysis (IIASA), of the World Wildlife Fund, the Aspen Institute, the Ford Foundation, the Rockefeller Foundation, the U.S. Sierra Club, and so forth and so on." He denounced the Forrester-Meadows report as "conspicuously fraudulent," because of its axiomatic exclusion of technological progress, and raised the following point:

"How could anyone have believed such nonsense? Every qualified scientist knew that the kinds of arguments used by the Club of Rome were a fraud. Most engineers knew it. Industrial corporations knew it. If the news media checked with scientists, they, too, would have known it. If governments and political parties had behaved responsibly, they would have denounced the Club of Rome and its *Limits to Growth* as a monstrous hoax."

It is slightly more than 10 years since those words were written. Any sober evaluation of the present world situation would have to concur that the persistence of leading international figures, foundations, governments, and media in promoting the Club of Rome's ideas, has only made far worse the problem identified then by LaRouche. Had his proposals for a sane reorganization of the world monetary system, linked to the promotion of the most advanced forms of technology and the frontiers of science, been adopted, the world would now be looking at a future of vast promise, as we head toward the next millennium. Our accompanying article illustrates that the Club of Rome manages to receive backing from some of the western world's most prominent and powerful institutions. Again, and under far more perilous conditions, we are at a branching point: Will our leaders and populations continue to be hypnotized by the insane prescriptions of the Club of Rome, or belatedly will they heed the warnings and advice of Lyndon LaRouche?