

Crossroads and/or Illusions: Coping with Plug & Play Ideology

by Aleksandar Krzavac





CROSSROADS AND/OR ILLUSIONS

Coping with Plug & Play Ideology

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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 Illusions 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 necessarily 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 will nobody leave indifferent.

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 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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