

## The Grand Unified Theory of Everything In the Universe Including the Human Soul

The Grand Unified Theory of Everything in the Universe Including the Human Soul is your biography. Yes, yours. What makes your fingertips, your bones, and your nose solid? Protons. You are one of the most elaborate social projects that piles of protons have ever pulled off. How old does that make you? Older than you think. Your protons were born 13.8 billion years ago in the first blast of the Big Bang. Yes, you are the Big Bang's child. You are a cousin of stones, planets, oceans, and stars. And the tale of this peculiar universe is your story.

The Grand Unified Theory of Everything In the Universe is the saga of your cosmos from the Big Bang to what's happening in your brain as you read this sentence. It's the tale of a universe of astonishing creativity, a universe that breaks the rules of logic, a universe that does the impossible over and over again, a universe that unfolds material miracles. A cosmos of the supersized surprise. And its ultimate hero is you.

But there's more. The Grand Unified Theory of Everything In the Universe Including the Human Soul Is designed to give you a new perceptual lens. Why? The real story of the cosmos—and the scientific evidence behind it--challenges the political correctness of both the left and right. Yes, this is a cosmos whose tale upends our normal view of materialism, consumerism, waste, and vain display. This is a cosmos whose story tells us that our solutions to global warming may be just a tad off base. This is a cosmos whose saga shows that our interpretation of Mother Nature, our view that we are plundering the planet, our idea that we are raping the great earth mother, and our notion that humans are a cancer on the planet are wrong. Radically wrong.

The cosmos' evolutionary epic has the potential to be a new creation myth for a post-smartphone age. It also promises to be a visual extravaganza on a par with the nature and science films that together have grossed \$400 million, nearly half a billion dollars—March of the Penguins (domestic gross \$77,437,223), Earth (domestic gross \$32,011,576), Chimpanzee (domestic gross \$28,972,764), and nine other science and nature films that have landed among the top 100 grossing documentary films of all time.

But there's something more. Box office figures hint that the non-fiction film audience has an appetite for powerful personal points of view. What are the clues? Michael Moore's nine passionate political essays from the left have grossed over a quarter of a billion dollars. Al Gore's *An Inconvenient Truth* grossed \$24,146,161. Bill Maher's iconoclastic *Religulous* grossed over \$13,000,000. And Ben Stein's equally personal and equally passionate onscreen essay from the right—*Stein's Expelled: No Intelligence Allowed*—grossed \$7,720,487.

The Grand Unified Theory of Everything In the Universe Including the Human Soul is more than the tale of your universe, it is a personal essay that aims to change your life.

Here's a peek at key scenes of *The Grand Unified Theory of Everything In the Universe Including the Human Soul*. See what you think.

- Opposites are joined at the hip. Mother Nature isn't nice. In fact, she's a bloody bitch. But she is the mother of invention. Our job is to give her something she's never had, something she has planted in our dreams: warmth, empathy, and justice. Our job is to make a dream of peace into a reality.

- The impossible blast--the big bang; it simply couldn't be--the ridiculous blast of time, space and speed.
- The unbelievable birth of the very first things—how in the world did time, space and speed make quarks and leptons?
- The first rule of nature: kidnap, seduce, and recruit.
- The birth of attraction and repulsion. The Big Bang Tango. The elementary-particle high school dance and its etiquette, an etiquette that makes quarks gang up in groups of three.
- One plus one equals two, right? Garbage in, garbage out. So how does putting three quarks together make more than just quarks? How does it make a radical impossibility? How does it make protons and neutrons?
- A bump-em-car bash of particles rings the cosmos like a gong. Yes, music and conga-dancing in the early cosmos—and what that music means to you and me.
- The birth of atoms—the birth of the very first pecking order, the birth of the first who's-in-charge-here. Yes, Nature creates dominance and submission.
- The battle of the gravity balls, the era of the great gravity crusades—how competition to the death makes galaxies.
- Nature's brutal rule—to he who hath it shall be given, from he who hath not even what he hath shall be taken away. And your obligation and mine to curb nature's cruelty.
- Mother Nature isn't nice--the torture chamber that makes stars scream with light.
- How a "loving Mother Nature" invents death. And celebrates it with fireworks. How she kills her very first stars; or, how she makes miracles using materialism and waste.
- Nature creates with carnage—she crushes the stuff of dying stars to jumpstart an impossible leap—89 jaw-dropping new kinds of atoms. And why you and I have to rise above Nature's carnage while upping her creativity.
- Lonely atoms ache. Like bar hoppers on a Friday night, they hook up. The result? Teams of absurdity—molecules.
- The birth of a poison pill of stone, the home of climate change and catastrophe: earth.
- Lonely molecules huddle in empires—teams of 326,000 atoms each—the teams that will soon piece together genes.
- Megamolecular empires grow ravenous. And inventive. Yes, megamolecules invent. What do they come up with?
  - Industrialism. Manic mass production.
  - Narcissism gone berserk: megamolecular ropes crank out copies of, guess what? Themselves.
  - These self-assembling megamolecular cables are DNA and RNA. They are genomes. They are ambitious, acquisitive, materialistic strings and necklaces—long, skinny, hungry teams of genes.
- More me-me-me. Atom-teams imprison hurricanes of form in fortresses--membranes.
- Within those fortress walls, megamolecular teams pull together a radically new thing, a macromolecular city, a hurricane with housing—a cell.
- Kidnap, seduce, and recruit—the life-or-death deadline of the first teaspoon of life—beat the next mass extinction.
- Let me introduce you to your first foremothers and mine, bacteria.
- Everyone needs company. No bacterium is an island. In fact, bacteria generate super-cities of seven trillion inhabitants each. Megatowns with more citizens than all the humans who have ever lived.
- Gossip in cities of seven trillion—how swapping information makes miracles of r&d. Bacterial research and development.

- Why the celebration of difference matters--surviving on a planet of climate catastrophe, outfoxing 142 mass extinctions.
- The trials and tribulations of a vagabond solar system—the terrors of our sun’s 235 million year tour around the core of the galaxy. And how that trip keeps the climate writhing.
- Is this the first technology? Genius cells chain wild photons to the treadmill. They trap waves in greenery. They invent photosynthesis.
- Greening the poison pill of stone. Gardening the planet of disaster.
- The Great Oxygen catastrophe. The ultimate toxic pollutant. And its lesson—every poison is a power-source waiting to be plugged into the machinery of life.
- He who invents the most creative team survives--the invention of boarding-house cells. Eukaryotes.
- Another absurd teamwork breakthrough—multi-cellularity. A breakthrough brought to you by our old favorites-- materialism, waste and vain display.
- The first space program—bacteria climb from the waters to the murderous rocks of land.
- Opposites joined at the hip—the teamwork of muscle and bone.
- Space program number two: animals thrust into the emptiness above their heads.
- The first great how-to library is the gene-string. Here comes a second: the invention of the nerve center in the head.
- More consumerism, materialism, waste, and vain display—plants and their ridiculous invention: sex.
- The third great space program—how flowers convince insects to be their pimps and their UPS, their trucking company. Why plants invent advertising.
- Orchids—he who invents the most creative team thrives. Flamboyantly.
- Breaking the second law of thermodynamics. And thumbing your nose at the Law of Least Effort.
- Nature loves those who oppose her most—status, sex, and breaking the law of gravity. Or what laughing at a law of nature does for lobsters, lizards, puppies, Thai fighting fish, and you and me.
- The third impossible space program: the tale of the loony dinosaurs who flew. And what that tale should tell presidents, prime ministers, and kings.
- What’s a group IQ? The tale of baboons, chimps, and bees.
- How technology made us human. Inventing the stone tool.
- How fire and cooking upped our running speed.
- Harvesting climate change. How ice ages gave naked apes brains.
- The invention of the symbol—cave paintings. How symbols catapult our powers.
- 17,000 years ago in the Ukraine—humans invent architecture. Using mammoth tusks and bones.
- Dogs tame human beings.
- How the savage rules of the great gravity crusades shape your brain.
- Sex, violence, war and peace. Yes, more sex. And how sex triggers war.
- 11,000 years ago in Israel—imagination makes magic with stones—the invention of the wall. Jericho.
- Plants invent farmers. The tale of the Natufians.
- 10,000 years ago in Turkey—the ridiculous powers of mind and mud. Or the invention of right angles, privacy, the nuclear family, and the three-room garden apartment. Catal Huyuk.
- Cities and the battle of subcultures. The bead makers versus the priests.
- The pecking order of civilizations. Islam, China, and Western Civilization fight to be on top.
- How the population bomb doubles your lifespan, hotwires your IQ to near genius, and multiplies peace by a factor of nine.

- How Western Civilization makes you richer than Queen Victoria.
- Does your life have meaning? What a cosmos of mind-stumping creativity wants from you and me.

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Why use Howard Bloom to tell this tale?

"Enthralling. Astonishing. Written with the panache of the Great Blondin turning somersaults on the rope above Niagara. Profound, extraordinarily eclectic, and crazy. The most exciting cliffhanger of a book I can remember reading." James Burke, creator and host of seven BBC TV series, including Connections, on Howard Bloom's book *The God Problem: How A Godless Cosmos Creates*

"If Howard Bloom is only 10 percent right, we'll have to drastically revise our notions of the universe. There's no mysticism in *The God Problem*-- no God, no religion, no incommunicable spiritual insights -- just the contagious joy of a great mind set loose on the biggest intellectual puzzles humans have ever faced. Whether you're a scientist or a hyper-curious layperson, Bloom's argument -- that 'dead matter' actually participates and communicates to create the universe as we experience it-- will rock your world." Barbara Ehrenreich, author of *Nickel and Dimed*, National Magazine Award Winner

"Terrific, bursting with insights and ideas, delivered with delightful verve and zest." Dudley Herschbach, Nobel Prize chemistry 1986, Harvard University

"I have just come out from the giddy ride through things of the mind and mathematics that is *The God Problem*. Bloom takes us on a magic carpet ride of ideas about: well, about everything. And it turns out that everything we knew about everything is probably wrong. Howard Bloom is the absolute master polymath and his book is an intellectual cave of wonders made more wonderful by the tales of the lives of the people behind the ideas. Don't start this book late at night, for it will banish sleep." Robin Fox, founder of the anthropology department at Rutgers University, author of *The Tribal Imagination: Civilization and the Savage Mind*, former director of research for the H. F. Guggenheim Foundation

Howard Bloom has been called "next in a lineage of seminal thinkers that includes Newton, Darwin, Einstein,[and] Freud," by Britain's Channel4 TV, "the next Stephen Hawking" by Gear Magazine, and "The Buckminster Fuller and Arthur C. Clarke of the new millennium" by Buckminster Fuller's archivist. Bloom is the author of six books, including *The Lucifer Principle: A Scientific Expedition Into the Forces of History* ("mesmerizing"-*The Washington Post*) and *Global Brain: The Evolution of Mass Mind from the Big Bang to the 21st Century* ("reassuring and sobering"-*The New Yorker*).

*Global Brain*, was the subject of an Office of the Secretary of Defense symposium in 2010, with participants from the State Department, the Energy Department, DARPA, IBM, and MIT. Bloom is founder and head of the Space Development Steering Committee, a group that includes astronauts Buzz Aldrin, Edgar Mitchell (the sixth man on the moon), and members from the National Science Foundation and NASA. He has debated one-one-one

with senior officials from Egypt's Moslem Brotherhood and Gaza's Hamas on Iran's global Arab-language Alalam TV News Network. He has also dissected headline issues over twenty times on Saudi Arabia's KSA2-TV and on Iran's global English language Press-TV. Sheikh Mohammed bin Rashid Al Maktoum, Dubai's ruler, who doubles as the Prime Minister of the United Arab Emirates, has named a racehorse after one of Bloom's books. And Bloom has probed the untold story of the Syrian Civil War with Nancy Kissinger.

Bloom's area of expertise is mass behavior, from the mass behavior of quarks to the mass behavior of human beings. His scientific work has been published in: arxiv.org, the leading pre-print site in advanced theoretical physics and math; *PhysicaPlus*; *Across Species Comparisons and Psychopathology*; *New Ideas in Psychology*; *The Journal of Space Philosophy*; and in the book series: *Research in Biopolitics*. He lectured an international conference of quantum physicists in Moscow—Quantum Informatics 2006—on why everything we know about quantum physics is wrong, and the concepts Bloom introduced were later used in a book proposing a new approach to quantum physics, *Constructive Physics*, by Moscow University's Yuri Ozhigov. Bloom is currently working with Caltech's Keck Institute for Space Studies on two projects: the first parallel-processing planetary mission (a mission to Venus); and an energy infrastructure for the solar system.

In addition, Bloom's work has appeared in *The Washington Post*, *The Wall Street Journal*, *Wired*, Knight-Ridder Financial News Service, the *Village Voice*, *Cosmopolitan Magazine*, and the Scientific American's scientificamerican.com.

Topping it all off, Bloom's computer houses a not-so-secret and not-at-all humble 60-year project, his 7,200-chapter-long Grand Unified Theory of Everything in the Universe Including the Human Soul. Pavel Kurakin of the Keldysh Institute of Applied Mathematics of the Russian Academy of Sciences says that, "Bloom has created a new Scientific Paradigm. He explains in vast and compelling terms why we should forget all we know in complicated modern math and should start from the very beginning. Bloom's Grand Unified Theory opens a window into entire systems we don't yet know and/or see, new collectivities that live, love, battle, win and lose each day of our gray lives. I never imagined that a new system of thought could produce so much light."

Concludes Joseph Chilton Pearce, author of *Evolution's End* and *The Crack in the Cosmic Egg*, "I have finished Howard Bloom's books, *The Lucifer Principle* and *Global Brain*, in that order, and am seriously awed, near overwhelmed by the magnitude of what he has done. I never expected to see, in any form, from any sector, such an accomplishment. I doubt there is a stronger intellect than Bloom's on the planet."