



*Enough is Enough* serves as a primer to the idea of a steady-state economy and will be useful for those trying to introduce these concepts to students and lay audiences.

## ENOUGH IS ENOUGH: Building a Sustainable Economy in a World of Finite Resources

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Rob Dietz and Dan O'Neill  
Routledge: Abingdon, 2012. 240 pp

The idea of “sustainability”, no longer the exclusive project of left or alternative politics, has indeed become mainstream.

While the arguments for various types of sustainability may be compelling, its proponents have been less adept at suggesting ways to implement sustainable economic practices. It is in this regard that *Enough is Enough* is so valuable. Not only do Dietz and O'Neill provide a careful and sustained analysis of the (il)logics of capitalism in its current form, there is also a manifesto of sorts for strategies to reconfigure and ameliorate the impact of a world obsessed with accumulation.

The book begins with a conceptual introduction to the idea of “enough” that challenges the idea of “growth for growth’s sake”. It is written accessibly without being condescending towards its readers. The authors suggest that movements towards voluntary simplicity need to coalesce to a mass movement that acknowledges that current economic models are counterproductive to human development, happiness and wellbeing.

The balance of the book is devoted to specific areas that impact on sustainability, with chapter titles such as “Enough debt”, “Enough unemployment” and “Enough inequality”. While these are well rehearsed themes among economists,

Dietz and O'Neill introduce the puzzle and then suggest practical ways in which these issues can be resolved through a shift in the way we think about, and practice, economics.

I especially appreciated the chapter on “Enough materialism”, which makes the larger point that we can't delink the economy from society: national and global economic practices are informed by the values that we hold as individuals and societies. Materialism is a symptom of a society (middle-class affliction, maybe) obsessed with accumulating and acquiring things, often for the sake of accumulation. These values then feed into economic policies that do not allow for what the authors conceive as a “steady-state economy”, but instead serve a fetishised need for constant growth despite diminishing returns on equality.

*Enough is Enough* serves as a primer to the idea of a steady-state economy and will be useful for those trying to introduce these concepts to students and lay audiences. The book will be especially thought-provoking for those enrolled and employed in business schools (like mine) as well as for readers who want a practical “how-to guide” to strategise towards a more suitable economic world order. >>