

campus

Constantin Malik

How **Crowd**  
**Psychology** and  
**Cybernetics**

Transform the  
Way We Govern

# Ahead of Change

edition

MALIK



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# Author's preface

Wars, revolutions and financial manias are not a necessity. There are ways to prevent them. There are ways to transform the way we govern to ensure a functioning society. What it takes is to be ahead of change is to anticipate change and prepare for it. For this, new methods and instruments are needed – and a whole new way of thinking. Crowd Psychology and Management Cybernetics lead the way.

We have the unique chance today to change something that appears to be an everlasting law: that mankind needs a complete breakdown before it can achieve further progress. We have this chance because today we have the tools to change it.

The crisis we are witnessing is, in my opinion, far from over. And it has the capacity to become the worst crisis this world has seen in centuries. But it is not too late to prevent a disaster. The methods pursued until now, however, lead straight to it. This book offers an alternative way.

What I present here to the reader is a revised version of my dissertation, which I finished in 2006. Looking back at the last two years, it becomes clear to me that I should have made it available sooner. Although four years seems like a long time, and one would think that a lot may have changed since, I am even more convinced today that the direction I pursued was, and still is, right and that the suggestions in my book remain valid and have even gained in urgency.

I want to thank my father, Prof. Dr. Fredmund Malik, who has always been my greatest source of knowledge, inspiration and support and from whom I have learned everything. Further thanks go to Prof. Dr. Linda Pelzmann for encouraging me and allowing me to think and go beyond academic frontiers; Robert R. Prechter jun. and Matt Lampert of Elliott Wave International and the Socionomic Institute for their input and support.

*Constantin Malik*  
Davos, January 2010

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