



# **A Primal Wisdom: (SECOND EDITION) Nature's Unification of Cooperation and Competition**

*V. Frank Asaro*

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This groundbreaking award-winning book teaches the universal law of “co-opetition” (cooperation vs competition) to vastly improve the interrelationships of our lives, our politics and our economies both at home and between the peoples of the world, yet keep our good faith-rational principles, our freedoms and build even greater liberty for the individual—within a socially moral society.

## **A Primal Wisdom: (SECOND EDITION) Nature's Unification of Cooperation and Competition Details**

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## **From Reader Review A Primal Wisdom: (SECOND EDITION) Nature's Unification of Cooperation and Competition for online ebook**

### **Emory Daniels says**

#### **Co-opetition Might Be Medicine For America's Failings**

Author V. Frank Asaro in his book "Primal Wisdom" offers a solution that, if followed, would improve our personal lives, our politics, our family relationships, and possibly replace world conflict with peace.

Asaro calls his system co-opetition which is a synthesizing cooperative-order with competitive-chaos and he shows how we can keep our existing freedoms and even gain new freedoms without sacrificing our good faith principles.

Competition and cooperation to most people are opposite terms. When these two opposite forces synthesize the results are what Asaro calls "co-opetition." In his book, the author takes the concept of co-opetition and applies it to almost all areas of human interaction including how it works in such as Universal Health Care and Social Security among others.

"Primal Wisdom" is heavy reading but it is worth the effort to slow down your reading pace and absorb what is being written because you will not find this material in any other book and it very well might be what our country needs to resolve its many crippling ills.

When writing of this process, the author says: "When it happens spontaneously through altruism, empathy, family responsibility and goodness of heart, it is a testament to the humanity of humankind. However when it is forced through government mandate, it is testimony to the tyranny that can envelop humankind. And this government mandate floats on the assumption that such a redistribution scheme works. It does not. It never did, and it never will; it is against nature and co-opetition."

Earlier I had read the novel "Tortoise Shell" by the author which was why I picked up "Primal Wisdom" to read. In reading "Primal Wisdom" I realized that many of the principles had been worked into "Tortoise Shell" so you could see these principles applied in a fictional, highly-enjoyable novel.

Given the state of gridlock in our national politics, and the growing conflict in the world, this book should be read by anyone who would like our world and nation to be a quieter more rational place to live.

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### **John J. says**

Any educated person worth their salt knows the meanings of the words "Competition" and "Cooperation." On the surface they are polar opposites. Literally, philosophically, epistemologically or any way you look at these two basic concepts they are day and night; black and white. But how do you describe what occurs in nature, interpersonal relations, and economics (even in the world of sports), when these two opposites "synthesize?"

If you're author V. Frank Asaro, you call it "co-opetition." Asaro, who also has written a book of fiction based on co-opetition, *The Tortoise Shell Game* (which incorporates many instances of co-opetition), began writing essays about this synthesis between competition and cooperation (a theory he personally developed) in the late 1970s. The author has now written a groundbreaking, universally acclaimed and easy to understand book that demonstrates the myriad ways that co-opetition, or the "unification of these two innate forces of nature and personality "uses certain laws of nature to simplify the workings of complex systems."

Frank Asaro's, "A Primal Wisdom" takes his concept and applies it to virtually every area in human interaction. More importantly, this book beautifully demonstrates how "co-opetition" vastly improves our lives, economies and politics while maintaining our system of "good-faith-rational principles, our freedoms and builds even greater liberty for the individual – within a socially moral society." At first glance, "A Primal Wisdom" might appear to be a highly intellectual and difficult to understand treatise on human inter-relations. But Asaro is a gifted enough writer to convey his ideas in easy-to-digest ways in which co-opetition enables us to find what he calls the "sweet-spot" (an actual form of "A Primal Wisdom") in which competition and cooperation co-exist.

The author leaves no stone unturned in providing specific examples of how the concept of co-opetition helps us achieve our interrelationships. He provides examples of how this state of synthesis works on a biophysical level stating, "Entropy is evidence of competition between particles, while order is evidence of cooperation between particles." Indeed, Asaro's shows over and over that we are all basically made from "stardust particles" floating in an unceasing dance of co-opetition.

It's an elegant way of viewing human interaction with all the puzzle pieces fitting neatly into place as Asaro finishes this book with a detailed look at how "synthesizing extremes" work in such controversial areas as Universal Health Care (Socialized Medicine), Social Security and many other areas of political debate.

"A Primal Wisdom" is a book so rich with insight and truth that you'll want to go back to it for reference many times after you've read it.

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## **Pamela Gossiaux says**

### **"Co-opetition" Could Be the Cure for America's Social Ills**

A Primal Wisdom is a prophetic, engaging and thought-provoking look into the worlds of politics, religion, and interpersonal relationships that is a very timely read in regards to current events.

In his book, V. Frank Asaro defines his theory of "co-opetition," a natural unification of cooperation and competition. Too much of one and not enough of the other, says Asaro, causes imbalance. Using the example of an outrigger canoe (pictured on the cover of his book) he says, "piled into the main hull are competitive, free-enterprise elements, but fixed out on the end of the spars is the pontoon itself, housing ethics, business law and regulation." Working together, they balance each other out and keep the canoe afloat.

This "sweet spot" isn't an exact balance between the two, but the fulcrum point exists in a different place for each case. Some strife (competition) is a good thing, says Asaro. Likewise, we all need some regulation or we'd live in chaos. A stable government, he says, "can be provided by finding the point of synthesis between the power of the masses and that of an influential elite of society."

Asaro first developed this theory of co-opetition back in the 1970s and has been writing about it since. Now, in his groundbreaking book, he tackles hard issues such as illegal immigration, government over-spending, gun control, education and social security.

I found this book interesting and it gave me a better understanding on some political issues and why America is struggling right now. I especially liked his argument on gun control (he tells us where the sweet spot is and why) and names advocates of freedom who were pro-gun, including the Dalai Lama, Indira Gandhi and George Orwell. I also found the section on social engineering fascinating, and how the Freddie Mac and Fannie Mae loan debacle began the downward spiral towards the recession of 2008.

If you give the people too much, says Asaro, they will forget how to take care of themselves and rely more and more on government. He gives an example of the near extinction of a breed of wild monkeys in Costa Rica. Tourists and park naturalists had been feeding them, so mother monkeys had forgotten how to teach their young to forage for themselves in the forest. The youngsters, without continued outside support, began starving to death.

Asaro's book gives solutions for finding this "sweet spot" between competition and cooperation in the above-mentioned areas and more. His vast knowledge of social issues and obvious intellect make for a great read.

I thoroughly enjoyed this book and it has given me fodder for discussion, and some solid arguments to back up some of my beliefs as a conservative, and to see the side of people more liberal in their thinking. Even if you aren't interested in social issues, it makes for a deeper understanding of how human intuitiveness works, given the chance, in naturally regulating the sometimes overreaching arms of other tribes, countries, or governments.

Asaro, an inventor, lawyer, philosopher, musician, composer and more, uses his insights and a lifetime of learning to give us a book that will be the cause of great debate by its readers for years to come. It's so rich you'll want to keep it as a reference, and in it you'll find yourself reading solutions to questions you never thought to ask.

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## **Grady says**

'Life would be so much easier if we'd just leave some room for nature to work her magic.'

V Frank Asaro is a lawyer, musician, composer, inventor and philosopher who has authored the highly regarded and frequently quoted books.

Frank Asaro's His concentration on this concept of 'co-opetition' dates back to the late 1970s when he began writing essays on his insight into the unification of the apparent disparate concepts of competition and cooperation. Rather than seeing these two forces as opposing, he sees them as nature's synthesis – advancing his belief that 'Finding the asymmetric balance of the ultimate synthesis is a primal wisdom.'

Eloquently phrased and substantive, but the impact of this brilliant book can only be absorbed by reading it cover to cover. As Frank states, 'The term "co-opetition" is, of course, a combination of the nouns "cooperation" and "competition". But it is more than just a portmanteau of those two words – it embodies, in

fact, the very concept it describes: the synthesis of opposing forces into a single dynamic. The resulting fusion is, among other things. An antidote to extreme polarization.' 'Every particle of matter generally is composed of dual forces: those that are competitive and those that are cooperative. The extreme of competitiveness results in chaos. The extreme of cooperativeness results in excessive order, or stagnation.'

Given the scientific explanation of 'co-opetition' is only the ground breaker for this book: Frank applies this concept to cultural examples, crime/freedom/leadership, happiness and entertainment, economics and political systems, synthesizing conservative and liberal extremes, productive disparity between people and the ultimate synthesis (a fine analysis of Social Security), universal health care/socialized medicine, and much more.

Eminently readable and universally applicable, this is a brilliant book honed in this edition to be a resource that not only deserves honors and awards, but should be on the must-read list of every concerned reader. Highly Recommended.

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### **Susan Keefe says**

Fascinating reading.

This book makes for fascinating reading. I am sure many sections of its contents will be cause for great debate by its readers, from politics and the gun laws, to space dust, and everything in-between.

V Frank Asaro has led a varied and incredibly interesting life. In this book he puts forward his theory of combining what one automatically thinks of as two opposite concepts, those of competition and cooperation into a combination, co-opetition, which he sees as nature's synthesis.

The author started writing essays on this subject back in the 1970's, and has been continually researching and studying his belief that discovering the asymmetric balance of the ultimate syntheses is a primal wisdom. This balance, he believes is key to world peace, improving the economy, politics, the social system, indeed nearly every area of human interaction.

Throughout the book he constantly gives examples of co-opetition, many of which we just take for granted, however he is right they exist everywhere. As an English expat living in France I thought his observations on the American gun laws, politics and military were very interesting. Last summer I spent a lovely afternoon with three American friends from California, discussing the carrying of guns, and I wish I had already read this book then. The whole situation gave an interesting insight into an area I had not read much about before, and had had no experience of.

As well as being the award winning author of A Primal Wisdom, V. Frank Asaro is also an inventor, philosopher, lawyer, musician and composer and it was these last two which made an interesting reading as he contemplated in one part of the book how music originally evolved.

This talented author has used his lifetimes experience and a firm belief in his principal of co-opetition to produce a fascinating, thought provoking book which will be talked about and debated for years to come.

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