

*"Nice" Capitalism*, traces the secret correlations of "Nice Brands", "Nice Capitalism" and "Happy Nations", and reveals why the European economic model with its "Human Ethos" is surpassing America. Costas Kataras reveals the secret relationship of people and their psyche with brands, and uses brands as a prism for the identification of emerging mega-trends in the metaglobalization economy.

On the economic and business level, the book explains why a number of emerging forces could have devastating effects on brands and lead to the rise of a new species of brand, "Nice Brands" and "Nice Capitalism", two developments that are clearly interrelated, as the book explains, which usually lead to happier people and more "Happy Nations", particularly in Europe.

On the human level, the book describes how the individual in search of a true meaning of life and in pursuit of happiness, is shifting away from a materialistic culture imposed externally by the brands' pseudo-authority, which is even taking control of brands themselves and, finally, how this phenomenon is moving things towards a greater level of human autonomy.



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Costas Kataras ([www.costaskataras.org](http://www.costaskataras.org)) founded his own consulting firm Strategic International in 1984, after working in the advertising agency business in Athens, Brussels and London, and also in the media/publishing business.

Over the past 30 years he has advised many global corporations (i.e. APPLE, IBM, HEWLETT-PACKARD, SIEMENS, PFIZER, UNILEVER), International Organizations (i.e. EUROPEAN COMMISSION, NATO), Governments and NGO's in many countries.

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