

INTRODUCTION BY ACADEMICIAN EVGENY VELIKHOV
TO THE FORTHCOMING RUSSIAN EDITION OF "EVERY MAN SHOULD TRY"

In the Twentieth century the English-speaking peoples won three world wars: World War I, World War II, and the Cold War. One reason was the military and economic strength of the British and American empires. The British Empire is already gone and the prospects for the American Empire are now unclear in the context of all of its accumulated political sins.

I believe one of the most important sources of the victories of the English-speaking peoples was described by President Kennedy in the quotation that has become the title of this book, "One man can make a difference, and every man should try." The English-speaking countries were greatly strengthened by this belief and by a system of truly free entrepreneurship in economy, technology, science, and, now, in entrepreneurial "activism," as described by the author.

What, one may ask, makes the author so strongly motivated and so sure that he is doing the right thing? I have known this wonderful couple, BJ and Jeremy, for quite a long time, both professionally and personally. It is obvious that they are motivated by neither religion, pseudo religious ideology, nor consumerism. I have no doubts that the reader will come to the same conclusion. So maybe it is something in their genes that generates this combination of curiosity and an altruism that seeks ways to assure the survival of mankind.

Jeremy's effectiveness has really been impressive. He led only a very small organization, whose professional staff grew from one to only a half-dozen over thirty years. Yet he is able to show, in these Chapters about his own efforts, that he could compete--in influencing the political life of his own country and of the whole world--with the most powerful governmental entities and with non-governmental organizations whose budgets were many times higher than his own.

How was this possible? Today, from the perspective of the 21st century, we can see that his effectiveness derives from the fact that Jeremy was then, and is continuing to be, one of the most connected nodes in a powerful national and international net--a net which is self-organized and self-developing, dealing with public benefits and, especially, with the issue of the survival of modern civilization. I believe that the logic of this net is similar to the logic of the Internet and other such networks. Recently, such networking has begun to be studied systematically.

Accordingly, this book will be of great interest to a wide audience interested in how modern society functions. Apart from this general interest, many will enjoy the author's descriptions of individual projects and episodes, and his interactions with numerous famous people. These descriptions are intimate but, at the same time, the author speaks openly and honestly, and this is what makes the book so special. Personally, I sometimes disagree with the author, but I just love him, and for many years I have enjoyed working with him and his wife for public benefit.