



The Code of Common Cents: New Money vs Old Money and the Next American Revolution

John F. Ince

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In 1776, Thomas Paine penned an incendiary pamphlet entitled *Common Sense* that struck a resonant chord with American colonists and became a catalyst for the American revolution. *Common Sense* put forth a powerful call for independence from the yoke of British tyranny. The colonists identified with Paine's clarion call for those who are oppressed, to rise up in resistance to the British attempt to colonize America. Two hundred years later a new popular movement, spawned by accentuated economic inequality, augmented by the Internet and digital technology is inexorably leading us towards a new kind of Common Cents. This book puts forth a clarion call for change - a new way of thinking that has the potential to democratize our money and banking systems, much like the Internet has already democratized media and entertainment. Today "old money" primarily serves old money interests. Tomorrow there will be "new money" – a new kind of Common Cents, working alongside old money, serving the needs and interests of common citizens. This book puts forth a pragmatic plan to transform the raw anger boiling over in our streets into purposeful action that can help revitalize our economy. It describes the power shift that has already taken place from the old money of financial sector to the new money of tech sector and issues a challenge to the tech sector to rewrite the code that is programmed into the operating system of the global economy. The Code of Common Cents is a pathbreaking book. It re-imagines the most powerful tool ever created by humans: money. In so doing it inspires hope that there is an elegant solution to the economic problems that have defied the experts in government and business.

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