



The Constant Choice: An Everyday Journey From Evil Toward Good

Peter Georgescu

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We need more goodness now

We live in a most challenging time. Many of us struggle, emotionally, ethically, and spiritually. We seem headed toward less compassion and consideration, failing to overcome that basic instinct that often leads to evil in human behavior--self-preservation at all costs. Yet within each of us a new future is stirring. We can become better people and build a better world by opting for good over evil--one choice at a time.

In *The Constant Choice*, Peter Georgescu offers a gripping narrative of his journey from childhood captivity in a Romanian labor camp to his role as CEO of the world-renowned advertising agency Young & Rubicam. His traumatic youth--his parents' exile from their homeland, his grandfather's murder in prison, his neighbors' betrayal of one another--led to a lifelong struggle to grasp humanity's moral nature. Despite his conviction when he arrived on American soil that he had reached the land of the good, he discovered a more subtle evil at work all around him. Yet he also thrived through the generosity of one benefactor after another. Goodness, he found, isn't inherent; it evolves from daily choice.

Through decades of reflection on human behavior, as well as philosophical and spiritual exploration, Peter arrived at a new perspective on the significance of our habitual choices. Every decision we make alters our biological nature, for better or worse--a model that has been confirmed by recent science.

The Constant Choice reveals a path for changing who we are and the future of humanity. It's up to each of us to become activists for good.

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