

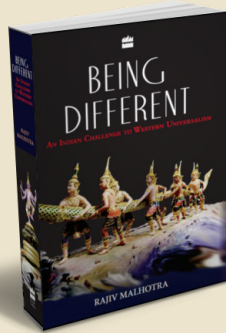
ANNOUNCING A PROVOCATIVE NEW BOOK

"A fitting and major response to Samuel Huntington's position on 'who are we?' as the West." - John M. Hobson, Univ. of Sheffield, UK

"This work commands an amazingly wide scholarship across Indian civilization, Western civilization, and comparative philosophy and religion." - R. Puligandla, Univ. of Toledo

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"Rajiv succeeds in stimulating the mind, stirring the thinking and making the readers sit up and join him in his alternative approaches." - D.R. Sardesai, UCLA



BEING DIFFERENT: An Indian Challenge to Western Universalism by Rajiv Malhotra is a path breaking book filled with profound original insights for several audiences:

Jews and Christians: Learn how dharma liberates you from religious institutions, dependence on historical prophets, fear of sin and damnation, and fixations with bloodlines and divisive identities.

Westerners who are "Spiritual but not Religious": Learn to deepen your practice by understanding certain non-negotiable dharmic principles. Discover your embodied divinity and wisdom, and merge with the cosmic matrix for integral living.

Philosophers and Writers: Learn how dharma overcomes the apparent contradictions between science and religion, atheists and 'believers', insiders and outsiders. Go deeper by understanding how "chaos" is the womb of creativity and how differences are manifestations of unity.

Practicing Hindus: Learn a novel approach to Hinduism in terms of how it differs from Western religions and philosophies.



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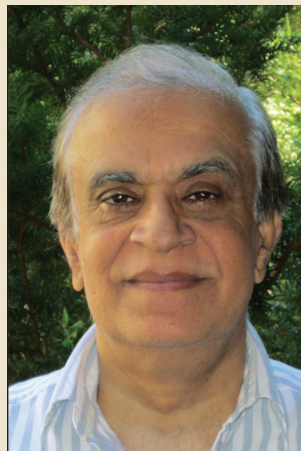
THE IMPORTANCE OF BEING DIFFERENT



BEING DIFFERENT reverses the gaze to look at the West from the dharmic point of view, repositioning dharmic civilization from being the observed to the observer. It challenges many hitherto unexamined beliefs about both civilizations by highlighting:

- That historical revelations are the foundations of western religions, as opposed to dharma's emphasis on individual self-realization in the body here and now.
- That the synthetic unity of western thought and history is unstable, unlike the integral unity that underpins dharma's worldview.
- That the west's anxiety over difference and fixation for order is stultifying by comparison with the creative role of chaos in dharma.
- That common translations of many Sanskrit words are inadequate, and that certain Sanskrit terms are non-translatable both for sound and meaning.
- That Western claims of universalism are based on its own historical experience, as opposed to the a multi-civilizational worldview needed today.

The book is the result of 40 years of practice under several Indian spiritual masters, combined with a systematic study of Indian and Western religions and philosophies. It employs the venerable tradition of purva-paksha, an ancient dharmic technique where a debater must first authentically appreciate the opponent's perspective, test the merits of that point of view and only then engage in debate from his own position. Purva-paksha encourages individuals to become truly knowledgeable about alternative perspectives, to approach the other side with respect and to forego the desire to simply "win." It also demands that all sides be willing to embrace the shifts in thinking, disruptive and controversial as they may be.



RAJIV MALHOTRA is an Indian-American researcher and public intellectual on current affairs as they relate to civilizations, cross-cultural encounters and science. A scientist by training, he was previously a senior corporate executive, then a strategic consultant and finally an entrepreneur in information technology and media. He is the author of *Breaking India* (Amaryllis, 2011) and was the chief protagonist in *Invading the Sacred* (Rupa & Co.). He is an active writer and speaker, and is Chairman of the Board of Governors of the Center for Indic Studies at the University of Massachusetts, Dartmouth.

www.BeingDifferentBook.com