

Table 9.1 From Sins to Virtues

Seven Deadly Sins Promoted by Capitalism as Virtues	Seven Life-Serving Virtues Affirmed by the New Economy
<p>PRIDE: Uncommon wealth is a mark of superior intelligence, contribution, and merit and is the proper due of those who have it.</p>	<p>HUMILITY: Every person has a gift. The joy of meaningful service that comes from sharing our personal gift is its own reward.</p>
<p>GREED: If any legal activity makes a profit, you have a moral duty to society to engage in it. In a winner-take-all world, if you don't get the prize, someone else will.</p>	<p>SHARING: Earth's wealth is our common heritage. Preserving and sharing it is our moral duty, a source of true joy, and the foundation of a secure and healthy world.</p>
<p>ENVY: If another has more than you, then you are his inferior until you match or exceed what he has.</p>	<p>LOVE: Those who recognize that all beings are connected know that what we do to and for others we do to and for ourselves.</p>
<p>ANGER: If you do not destroy those who attack you or compete for your wealth or reputation, they will destroy you.</p>	<p>COMPASSION: Life is better for everyone when we treat one another with understanding, respect, and caring.</p>
<p>LUST: Self-indulgence is our nature and the path to fulfillment. Cultivate and fulfill your natural desires for sexual and material gratification.</p>	<p>SELF-CONTROL: Obsessive behavior limits the development of our capacity for the responsible self-mastery of a fully developed human consciousness.</p>
<p>GLUTTONY: If a little is good, then more is better.</p>	<p>MODERATION: Keep your needs modest and take only what you need.</p>
<p>SLOTH: A life of idle luxury is the ultimate personal achievement and a sign of superior worth and status.</p>	<p>PASSION: Life is joyful and exuberant. Engage it fully and with passion in service to yourself and others.</p>

Source: This table is inspired by and draws on "The Seven Deadly Sins," *White Stone Journal*, <http://whitestonejournal.com/index.php/seven-deadly-sins> (accessed March 2, 2010).