

she writes press

February 1, 2018

FOR IMMEDIATE RELEASE

Contact: Stephen McArthur
fsmcarthur@gmail.com
802-839-0371

A GROUNDBREAKING ECONOMIC BOOK FOR WOMEN TIRED OF MANSPLAINING

In the era of #metoo, author Rickey Gard Diamond creatively draws a more personal view of economics than usual, and joins other women economic “silence breakers” who are exposing the damaging impact of a male-controlled world of money. Forthcoming from She Writes Press (April 2018), *Screwnomics: How the Economy Works Against Women and Real Ways to Make Lasting Change* explains the underlying assumptions of an economic system that discounts the ties of nature, family, the value of mutual care, or the nation’s future.

Screwnomics’ atypical approach to the topic is at once serious and cheeky. Diamond includes her own family stories, along with those of other historical and contemporary women who encounter the character she names *EconoMan*. She says he’s a half-conscious social construction, a hyper-masculine ideal that separates his accounts from the planet and its people—but especially from women. An award-winning journalist, as well as a fiction writer and educator, Diamond analyzes economic definitions and history, demystifying the usual obfuscation of EconoMan’s language. She uncovers the sexual underpinning of bro-talk belittling all things female, but nowhere more than on Wall Street.

There, an overpopulation of male billionaires wage the economy as war. We need to wage life, Diamond says, and asserts that women who seldom have organized into gun-toting armies are the most likely to successfully negotiate the economic changes needed for a sustainable future. But not if they don’t understand the game as it is played now. Her book gives every woman basic tools for understanding the micro-and macro-economy, translating terms in news stories while introducing solutions that women (and the men who love them) can use. She and illustrator Peaco Todd even add cartoons to illuminate and lighten “the dismal science.”



Diamond defines her word Screwnomics* as “the unspoken but widely applied economic theory that women, including Mother Earth, should always work for less, or better, for free.”

Electronic Advanced Reader Copies and print ARCs are available for reviewers. For more information, please see contacts above or visit www.screwnomics.org.

###

Screwnomics*

How Our Economy Works Against Women
and Real Ways to Make Lasting Change

Rickey Gard Diamond
Illustrated by Peaco Todd

Coming April 3rd, 2018

about the book

You've often heard the personal is political. Now women can claim it is also economic. As a society, we're encouraged to view economics as objective science far removed from us, when in reality it has concrete and far-reaching effects on women's everyday lives.

Over the past 50 years, the US has seen a major shift in dominant economic ideas, yet few women can identify or talk about their source or influence. *Screwnomics* issues a wake-up call for today's women to join what has been an almost exclusively male conversation for the past 2,500 years. It explains the sexual history of economics, and the unspoken but widely applied economic theory—that females, including our mother earth, should always work for less, or better, for free. Written “for those who only keep the whole show going, making sure everyone eats and has clean socks,” *Screwnomics* highlights women's empowered changes, already underway.

Accessible, inspiring, and wholeheartedly personal, *Screwnomics* offers female readers hope for a better, more inclusive future, and the tools to make that hope a reality.



praise for screwnomics

“*Screwnomics* tells it as it is—and shows that it does not have to be this way. We can build a more humane economy... *Screwnomics* is sobering reading, but also fun, thanks to the author's sense of humor and lively style. I highly recommend it!”

—RIANE EISLER

author of *The Real Wealth of Nations: Creating a Caring Economics* and *The Chalice and the Blade: Our History, Our Future*

“Rickey Gard Diamond's life experience provides clear guidance. . . . Required reading for achieving full gender equality and human rights!”

—HAZEL HENDERSON

author of *Creating Alternative Futures: The End of Economics and Ethical Markets: Growing the Green Economy*

“A timely critique, and needed story. Masculinity's measure by money is not only ludicrous, it's getting downright dangerous.”

—NOMI PRINS

former managing director at Goldman Sachs and author of *All the Presidents' Bankers: The Hidden Alliances that Drive American Power* and *It Takes A Pillage: An Epic Tale of Power, Deceit, and Untold Trillions*

“A smart, comprehensive economics guide with a feminist twist... her experience as a novelist, journalist, and professor are all brought to bear to demystify difficult concepts... Diamond's wit and charm, combined with Todd's quirky art, succeed in creating an economic primer that's both informative and fun”

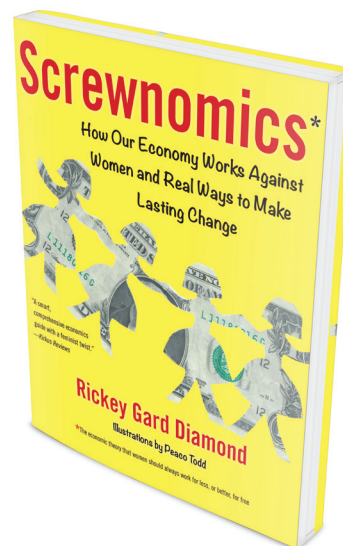
—Kirkus Reviews

Read the full review online!

Publicity:

Stephen McArthur 802.839.0371 | fsmcarthur@gmail.com

Author info: www.rickeygarddiamond.com



book specs

Title: *Screwnomics**

How Our Economy Works Against Women and Real Ways to Make Lasting Change

Publisher: She Writes Press

Distributed by: Ingram Publishing Services

Date of Publication: April 3, 2018

ISBN: 978-1-63152-318-2

E-ISBN: 978-1-63152-319-9

LCCN: 2017-958-163

Pages: 300

US: \$19.95

www.screwnomics.org | Montpelier, VT
change@screwnomics.org

*The economic theory that women should always work for less, or better, for free.

Screwnomics*

How Our Economy Works Against Women
and Real Ways to Make Lasting Change



PRESS KIT

THE CREATORS-p1



Rickey Gard Diamond | Author

A journalist, fiction writer, and educator, Rickey Gard Diamond has long focused across genres on money, politics, and a changing American cultural scene. She became founding editor of *Vermont Woman* in 1985, where she continues today as a contributing editor. While publishing short fiction and articles, she taught writing and literature, feminist and media studies at Vermont College of Norwich University for over 20 years. In 1999, Calyx Books published her novel, *Second Sight*, which was reissued by HarperCollins in 2000. In 2011 she was awarded a National Newspaper Association award for her article series, “An Economy of Our Own,” and in 2014 won a Hedgebrook fellowship for work on *Screwnomics*. Her short fiction, collected in *Whole Worlds Could Pass Away*, came out in 2017 (Rootstock Publishing). A mother and grandmother, Rickey lives in Montpelier, VT, with her husband and their cat Azula.

Peaco Todd | Cartoonist

Peaco Todd is a syndicated cartoonist and author/illustrator of several books and numerous articles; she has worked as a journalist, and as professor of liberal studies for Lesley University and the Union Institute and University. Current projects include a graphic memoir about depression, *Table for One*, and *Earth Comix*, a non-profit to raise awareness of the fight to save elephants, rhinos, and other endangered animals. See her work at screwnomics.org, earth-comix.com, and peacotoons.com.



She Writes Press | Publisher

She Writes Press (SWP) is an independent publishing company founded to serve members of She Writes.com, the largest global community of women writers online, and women writers everywhere. A curated press, SWP is both mission-driven and community-oriented, aiming to serve writers who wish to maintain greater ownership and control of their projects while still getting the highest quality editorial possible, and traditional distribution services. In 2014, SWP joined with SparkPoint Studio and its marketing team, and in 2017, SWP signed their 300th author.



shewritespress



Screwnomics*

How Our Economy Works Against Women
and Real Ways to Make Lasting Change



PRESS KIT
BOOK SAMPLE - p2

Introduction

The personal is political. The personal is economic.

“*Screwnomics* is a book for women like you, who until now have wisely avoided a dismal subject. You’d like to know more about economics, if only to hold on to more money, but something has warned you off, like a frat house late at night: hazing, secret clubs with creepy names, hoarding private privileges, taking advantage, scoring girls.

Oh, it’s true. My mother wouldn’t like my title for this book, but it’s better than what she called the f-word. In her day the economic frat house wasn’t so corrupt as it is today—not so in-your-face f**k you!—or so fast and desperately dangerous. Still the sexual messaging behind money has long been consistent and routine.

Screwnomics isn’t intended to help you manage your personal finances, but it will explain the larger assumptions of a system that makes managing impossible for so many. *Screwnomics* is my word for the unspoken but widely applied economic theory that women should always work for less, or better, for free. But why? Where did this come from?

Inside I translate economic history, terms, and definitions that especially disadvantage women, here and around the world. I introduce you to new, countering ideas and solutions that don’t require a PhD, and may even inspire you to broach an economic subject with your friends.

...I include shameful tales, insulting metaphors, and my family’s dirty laundry. However different, all these elements carry a common thread of women confronting an ultra-masculine, ultra-rational mindset, the social construct of our time that I call EconoMan....

Around the world, women and their children remain ... the least noteworthy to most economists. For example, Thomas Piketty’s celebrated 700-plus page work, *Capital in the Twenty-First Century*, which so expertly describes growing inequality, has exactly seven index listings for women or females....So this book is for the bit players, you and me, who only keep the whole show going, making sure everyone eats and has clean socks.”

More excerpts available online at www.screwnomics.org



Screwnomics*

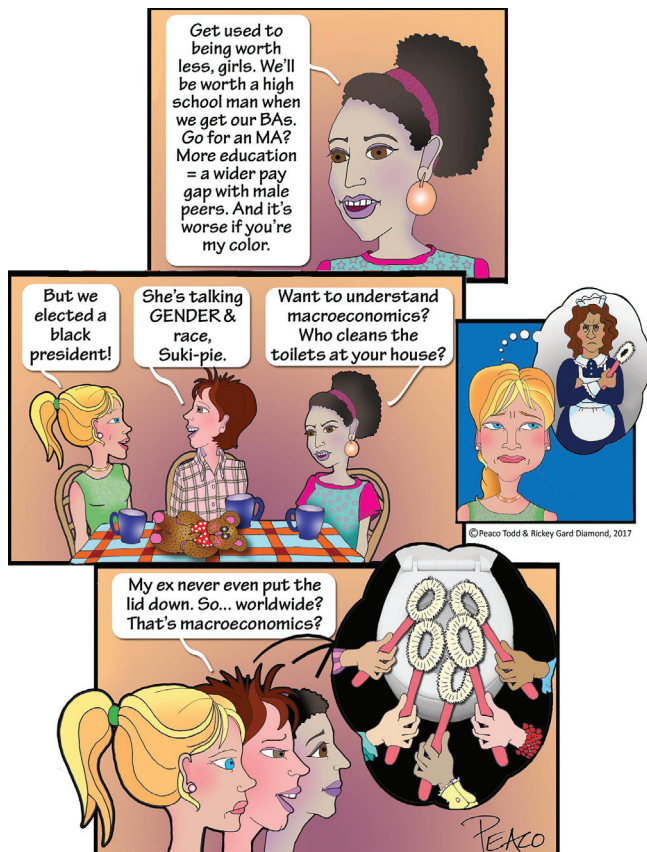
How Our Economy Works Against Women
and Real Ways to Make Lasting Change

swp PRESS KIT

WHAT'S INSIDE? - p3

Screwnomics looks behind global finance to discover the story of our present system, and how we got here. Diamond often begins with personal tales about her own life, and also of her mother and grandmother, who were working women before it was trendy. Diamond's tone is light but biting. She gathers together female champions of the past and present, some of whose innovations are already changing ideas about banking, corporations, labor, currency and financial public policy.

Each chapter includes definition boxes that can be skipped, or read later. (There's also a glossary.) At the end of each chapter is a quick rehash, a thought-provoking Econo-Girlfriend question to connect women's lives to that chapter's subject—and a cartoon with women characters, who have their own tales to tell. Diamond intends to help women talk together about our last taboo subject—money.



Screwnomics' accompanying workbook, **Where Can I Get Some Change?** will be released in April/ May 2018. Designed to help make group discussions friendlier, it prompts economic conversations among women who might not typically talk about this subject, or see its link to their everyday lives, or their common connection to each other.

WHAT'S INSIDE SCREWNOMICS?

PART I. NO-WOMAN'S LAND:

Economic Thinking For Men Only

Chapter 1: Talking Dirty about Dirty Secrets

The bargain of women's work comes cheap, while other prices inflate and go up.

Chapter 2: No Girly Stuff Allowed

Economics is hard! Competition is stiff! EconoMan tells us about himself and his manly economic world.

Chapter 3: Two Kinds of Men

Economists come from a long line of fishy thinking about females, but gentlemen Keynesians are kinder.

Chapter 4: Played by the Players

Neoliberals go by many names, but they all use the same old rich tricks to make a score.

PART II. HIS LATEST BIG BUST OF 2008:

Economan Keeps Profits But Shares Costs

Chapter 5: Learning Consequences the Hard Way

Whoever makes the money makes the rules—nice or not.

Chapter 6: Women's Work Is Never Done

In the late '80s, Mrs. Gramm turns up the heat on our economy's cabbage, while Professor Warren notices bankruptcies rising.

Chapter 7: A Watched Pot Never Boils

In the late '90s, Brooksley Born tries to turn down the heat on our economic pressure cooker, but instead Washington's bullies run her out of town.



Screwnomics*

How Our Economy Works Against Women
and Real Ways to Make Lasting Change



PRESS KIT

WHAT'S INSIDE - p4

Chapter 8: No Place Like Home

Sheila Bair meets Brooksley's bullies in 2006, and in 2008, so does Elizabeth Warren, Wall Street banker Alayne Fleischman, and my hometown.

Chapter 9: Proof of the Global Pudding

EconoMan's neoliberal free markets threaten the planet with unsustainable numbers of billionaires who could bring another Big Bust.

PART III. HIS STORY OF WOMAN:

Females Are For Sex and Food—Or Else

Chapter 10: Mom's Sugar Bowl—1776–1965

Woman's industrial story transforms her production from a credit to a debit.

Chapter 11: Egg Money—40,000 BCE–1965

Woman's ancient story reveals her eggs as the first property, Gaia as the Greeks' first creator, and Juno's gold coins as Rome's first currency.

Chapter 12: A Penny Saved is a Penny Earned—1965–Now

Female double duty today creates inefficiency and makes caring a cost she must pay

PART IV. HIS EMBODIED FICTIONS:

Collective Bodies Of Nations, Corporations, and Labor Music Always Perform As Men at War

Chapter 13: Out of the Mouths of Babes

A sexier accounting of commerce and nations would include the essential female.

Chapter 14: His Manly Largeness

A sexier account of corporations would include the essential female and essential male for much more than its current norm of verbal mounting, quickies, and concubine slavery.

Chapter 15: She's in Labor!

A sexier account of labor's story embraces the value of We, the erotic pronoun larger than all of Us.

PART V. BANKS AND BIG FIXES:

Systemic Financial Changes for Widespread Prosperity

Chapter 16: All About Money—And Yes, It Does Grow on Trees

How EconoMan's paper currency made only from debt bankrupts nature and us.

Chapter 17: More Than One Way to Skin a Cat

Banking in the public interest already is working—a secret cat more women can let out of the bag.

Chapter 18: Ending the Old Double Standard

Huge changes underway make dominance and war obsolete. It's time for a dancing revolution—and fast!

Chapter 19: A Real Fixer-Upper

Building trust is a DIY project, with small local changes making the economy friendlier and more livable.

Chapter 20: The Personal Is Powerful and Plentiful

EroNomics cannot be owned, only shared—in an eco-economy fired by devotion, not rape, founded on trust, not fear.

DEFINITIONS UNPACKED

Economics, Macroeconomics, Microeconomics, Commodities, Inflation, Income, Investment, Interest, The Informal Economy, Economy & Ecology Supply & Demand, Aggregate Supply & Aggregate Demand, Property & Assets, Consumer Markets, Stock & Commodities Markets Capital, Mortgage, Compound Interest, Credit, Debit, Securities, The Washington Consensus, Bear & Bull Markets, US Treasury Securities, Credit Cards, Futures, Derivatives, Bankruptcy, Millions, Billions, Trillions, Mortgage Securities, TARP, Due Diligence, Moral Hazard, Ratios; Quintiles; The World Bank, the IMF and WTO, Redlining, Opportunity Cost, For-Profit, Non-Profit, Un-Profit, Production, Capital Accumulation, Consumption, Pareto Efficiency, Wall Street, Main Street, Double-Entry Accounting, Audit, Gross Domestic Product (GDP), UN System of National Accounts, Bottom Line, Gross National Happiness, Genuine Progress Indicator (GPI), Time Accounts, Corporation, Stock & Shares, Property & Real Estate, Salary, Wages, Work Day, Work Week, Externality, Exponential Growth, Hedge Funds, Women's Banking, Credit Unions, Taxes, National Spending/National Debt, Women's Status, Ethical Investing, EroNomics, US Income Tax, US Capital Gains Tax, Demurrage



EconoMan Explains Money

