

## ABOUT THE AUTHOR

Rick Pursell is an international speaker and spent 23 years as a Health, Safety and Environmental specialist working for multi-national companies.

He lives in Bali, Indonesia with his wife and twin daughters, where he runs retreats on personal awareness and growth.

He is an Associate VP of a rapidly developing socially responsible company in Singapore, in the capacity of an advisor to the Board of Directors

His mission in life is to guide people to their true nature and corporations to operate from their hearts, not being driven by pure profits alone, but towards the new business paradigm of: Your People, Our Planet And Profits.



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*What if it were this simple?*

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This process, tried and proven, will appeal to corporate CEO's, parents; teachers, government leaders, environmentalists, humanitarians and to all those who dare to make a difference.

It maps out the paradigm shift from separateness to unity, and challenges us to live our lives in full integrity and harmony with each other.

Go ahead; I dare you to take the challenge to a new way of being!!

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*"This handbook is remarkable in its profound depth, expressed in such a simple return to first principles". "I can tell that this represents an entire life's work, part of which has been to contemplate how to hone the concepts to their core, traditional messages".*

**Dan Leftwich, Founder of Evolutionary Law, Boulder, Colorado, USA.**

ISBN 978-1453711514



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CAUSE NO HARM



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A Handbook for Humanity



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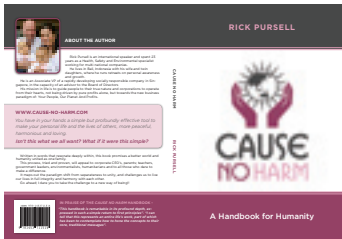
## A Handbook for Humanity

# Your Designer's Concept Insight: **Cause No Harma**



## Cover Concept 1:

The first concept stays true to the provided cover image and the answers provided in the questionnaire. The background color is white as requested. On the back cover Century Gothic was used, matching the font used for the subtitle and author name on the cover. The purple box on the back cover provides some separation between the various back cover elements.



## Cover Concept 2:

In this option, dark gray and purple color bands have been used, creating a vibrant, eye-catching layout. The font used throughout (aside from the initial title graphic) is Gotham, a contemporary sans serif font that is very clear and easy to read, even at small sizes. On the back cover the text has again been visually separated into multiple sections for added clarity and legibility.

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