

## HORIZONS AND CHANGES IN THE NEW SUSTAINABLE ECONOMY

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**Abstract.** *It is said that the society we are moving towards is, or will be the Informational Society - Knowledge Society (IS-KS). The collocation used to name the new society discloses especially the tools this one will stand on as well as their progress, which, at first sight, makes the impression of a technical, one-sided name. The collocations used to name the societies so far contain a key-word (slave system, feudalism, capitalism) which synthesizes a gamut of possible social statuses where the people, individually and/or in group are inevitably situated on, function on certain circumstances, thus constituting a characteristic economical-social structure. Obviously, the key-word able to disclose what is or will be economically and socially fundamental for the new society has not been yet found. IS-KS is a collocation which poses the name to some other fields.*

**Keywords:** sustainable economy, society, informational society, knowledge society, humanity, nature.

### 1. Introduction

This developing society will have its own economical activity or, straightly said, an economy much changed compared to the old and actual ones, named *the new economy*, a collocation which draws our attention to the fact that what is new will be of such importance and signification, that the respective name in itself will be justified.

Neither the "new economy" collocation is the best choice but, it obviously points out the message of the profound changes that will occur. Besides, the term has been used before in time and, it can generate confusions.

Each society has had its economy and it was a economy new compared to the ones belonging to the old society. Also, it must be taken into account that the advances in economic science have generated substantial changes and, from a certain point onwards, it has been talked about a new economy which, in reality, means a new step, another theoretical explanation provided by the economic science for the factual economy. For instance, it moved from classical economy to neo-classical and classical one. In the same direction, it is worth mentioning that during the last two-three decades the New School in Cambridge that put the bases of the New Economy has been talked about. A group of famous economists - J. Robinson, P. Sraffa, L. Pasinetti and some

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