



daily GOOD

Living with integrity means... behaving in ways that are in harmony with your personal values. --Barbara De Angelis

8 Things That Are Better Than Free

These days, digital technology gives us easy access to almost anything. So why would we ever pay for anything that we could get for free? Kevin Kelly asks: When anyone buys a version of something they could get for free, what are they purchasing? In a real sense, there are eight things that are better than free. Eight uncopyable values. Kelly calls them "generatives." Things like authenticity, embodiment, immediacy, and accessibility. Qualities that cannot be copied, cloned, faked, or replicated. Rather, they have to be grown, cultivated, and nurtured. And, in doing so, are generated uniquely, in place, over time.

Be The Change:

Reflect on where these generatives exist in your own life. Pick one to cultivate for a week.