

THE MCLEAN PROJECT  
Press Office

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FOR IMMEDIATE RELEASE

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**Carkhuff Launches The McLean Project:  
Ignites Breakthrough Science in the Service of Humankind**

McLean, VA - Dr. Robert R. Carkhuff, internationally known for pioneering the Human Sciences, announces the launch of his most crucial endeavor yet – The McLean Project. In so doing, he opens the files of decades of life-changing research conducted by him and his path-finding scientific colleagues.

Modeled after The Manhattan Project, where J. Robert Oppenheimer's team generated the world's first nuclear device, Carkhuff and his team have generated the science behind "breakthrough ideas." And The McLean Project has been generating those ideas as scientific solutions to the world's greatest problems hindering socioeconomic prosperity.

Whereas the Manhattan Project culminated the world's first "Destruct System," The McLean Project has generated the world's first "Construct System." What's the secret behind generating breakthrough ideas? It's called "Generativity" and it is the systematic process for elevating our human achievements," says Carkhuff.

Carkhuff has always been ahead of his time. In the spring of 2008, when politicians introduced "The Financial Stimulus Package," Carkhuff quickly counter-proposed with his "Generativity Stimulus Package," which emphasized generativity in the workplace. "It is human generativity that defines all capital in our economy," said Carkhuff.

In 2010, when the mainstream media officially buried classical economic theories, Carkhuff published his book "Saving America – The Generativity Solution" as the source of the new generativity sciences. The McLean Project is dedicated to "Science in the Service of Humankind," ways that are detailed on the website.

Now, with the turbulence of the global economy and the overall decline in innovation worldwide, Carkhuff's McLean Project introduces original generative sources of socioeconomic growth including:

- \* "The Fifth Force", a series of powerful scientific equations establishing the pre-potent power of Nature's "Force Fields."
- \* "Flo-Vex" oxygenating technologies for water purification and creative applications such as "fish-herding."

- \* The creation of "Human-Centric Information Sciences" and the extension to "The Thinking Organizations."
- \* Transforming bankrupt "Entitlement Communities" into prosperous "Entrepreneurial Communities" by self-generating "Community Capital Development".

"The McLean Project is the most potent contribution to science for the good of humankind as we know it," concludes Carkhuff. Please visit our website, [mcleanproject.com](http://mcleanproject.com).

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Source: The McLean Project

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