

PRESS RELEASE

FOR IMMEDIATE RELEASE



Publication of the essay:

« The day PROFIT Culture ceases »

or "How to extinguish our individual match
under the cauldron that boils the world"

by Claire De Brabander,
may 2026
self-published digital edition (epub - pdf - html)
323 pages (A4 - pdf)
FREE



BRUSSELS, 13 May 2026

Release of the free digital book, written, edited and published by Claire De Brabander on her website (<https://sechangensoi.be/EN/EN-home.htm>): hundreds of insights opening up new perspectives for a more humane culture.

Audience:

This book is intended for any responsible citizen in search of individual and societal evolution. It questions the role of each one - active and tacit – within this culture, which is drifting off course due to its implicit inner workings.

Early readers have appreciated it and shown their enthusiasm.

Digital publication:

The book is available to download in **PDF** and **e-book** formats. It is also available as an **interactive read on the website**. Finally, there is also, indirectly, an **audio version available via**

the browser.

Free:

The choice of **free distribution** and **digital** self-publishing is consistent with the book's content, reflecting a desire to move away from a profit-driven culture. The author thus wishes to **avoid any commercialisation of the book** or its parts, including the cover illustration, to which particular attention has been given.

Content:

This documented work presents an offbeat perspective on our culture. Starting from a **more militant** viewpoint, the author leads the reader **towards introspection and personal evolution**. This book is impressive not only for its size but also for its content, for those willing to acknowledge their individual responsibility for what is unfolding in the world.

Claire De Brabander **highlights the links** between very different events and topics in the news. She puts side by side data that are still difficult to correlate. She challenges the reader's beliefs, shaped by a profit-driven culture, through a line of reasoning that she develops coherently from start to finish.

By putting into words the inner workings of this **implicit culture**, she helps us to change the colour of our lenses. And thus to find ways to stop repeating the mistakes of the past. The fifth part of the book, the most essential, questions the subjects of exclusive rationality and the omnipresent balance of power. For it is these that characterise almost all of the problems in our society. One does not come away intact from such a read.

The intent is to be constructive. It is facts and trends that are being pointed out, not individuals.

In addition, the author has included a **references section** suggesting around forty articles, books, lectures, documentaries and other resources to read, watch or listen to.

Press pack:

The website also features:

- a table of contents that is particularly detailed and explicit,
- the back cover,
- the press release,
- the link to the original website,
- as well as a contact address for feedback.

The opening of the book:

« In our society, profit and enrichment are considered normal and even desirable. And those who benefit from them, whatever their role in the process, are generally esteemed, even admired.

It is worth asking ourselves a few questions about this:

Does it really make sense to get rich?

What are the consequences of becoming wealthy?

Does it really help us to be happy?

Because, when all is said and done, the enrichment of a small number of people and the massive poverty of others should raise ethical questions, not only at the political level, but above all at the personal level for each of those who are not affected by this poverty.

What is our responsibility when we become wealthy?

But also, and above all, what is our responsibility when we contribute to the enrichment of others?

There is a gulf between the implicit and explicit values in our society. And when we put these implicit values into words, we realise, in many ways, the total incompatibility between ethics and profit, and the lack of integrity and morality that has presided over the development of most of the laws and rules that govern not only our economy but also our entire society. »

The author:

Claire De Brabander is **an autodidact**. She created the book from start to finish: writing, (post-)translation, layout and distribution. Only the cover and the authorisation to use quotations required an external contribution. As well as the help of the translator DeepI, as the book was originally written in French: <https://sechangerso.be/PROFIT/livre-Quand-cesse-la-culture-du-profit.htm>.

This gave her complete freedom over the content.

She has compiled the content of this book based on her experience, her learning, her reading, and her reflections accumulated over more than 30 years of a rich and atypical personal and citizen pathway, yet one that is firmly rooted in reality.

The approach is all the more singular given that the author is unknown in the media or in academic, political and cultural circles. In the sense that she has nothing to lose: no clients, no patients, no voters, no audience, not even a reputation... – she has everything to give. And thus she literally offers her book to citizens of good will.

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More information on the website page: <https://sechangerso.be/EN/7EN-Profit/book-the->

[day-profit-culture-ceases.htm](#)