



## Educative Criteria for Using the Terms

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“Fearlessness” and “Fear



security in troubling and insecure (as I say, terrifying) times. I understand that everyone is coping, more or less, some healing, and some transforming (or attempting to do so)—because living in that much fear is damaging to the body,



from fear.” And, it might seem like this is a positive attribute or state in a human being—and it is for a whole lot of folks. Yet, the more I’ve researched the term for decades, across cultures and time, and across its use in varyi

Again, I support the intention of Jackson and McDermott (and others) but I have serious problems with their methodology—which is basically rhetoric. What theory do they draw upon for their use of these terms in





3. ask yourself the advantage of tagging, stylizing, and branding anything (service or product, or process) "fearless"

