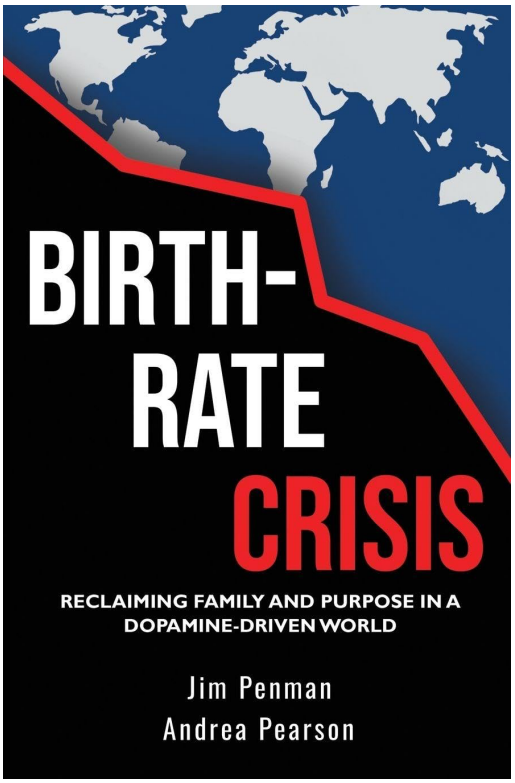
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"Birth-Rate Crisis provides a unique take on global issues through an integration of history and neuroscience. More importantly, it offers novel and compelling solutions to the challenges of living in our modern, dopamine-driven world."

—**Heather Kelley**, PhD,
author of over 60 peer-reviewed articles

BIRTH-RATE CRISIS

RECLAIMING FAMILY AND PURPOSE IN A DOPAMINE-DRIVEN WORLD

By Jim Penman and Andrea Pearson

Birth rates are falling almost everywhere. What's driving the decline?

Governments have spent billions trying to encourage people to have more children, yet birth rates continue to drop. Economists blame housing costs. Researchers point to infertility. Politicians argue over policy. But what if they're all focusing on the symptoms rather than the cause?

In **Birth-Rate Crisis: Reclaiming Family and Purpose in a Dopamine-Driven World** (Biohistory Foundation; October 13, 2026**)**, Australian entrepreneur Jim Penman and *USA Today* bestselling author Andrea Pearson present a provocative new explanation for why people are having fewer children.

Drawing on biology, neuroscience, psychology, history, and decades of research, they reveal a surprising connection between modern life, dopamine, character, and the worldwide decline in family formation. From ancient Rome to today's most prosperous nations, the same patterns emerge again and again-offering new insight into one of humanity's greatest challenges.
Inside, you'll discover:

- Why financial incentives have consistently failed to raise birth rates.
- The hidden biological forces influencing marriage, parenthood, and long-term commitment.
- What history reveals about the rise and fall of civilizations facing demographic collapse.
- Why some communities continue to thrive while others struggle to replace themselves.
- A hopeful path toward rebuilding stronger families, healthier communities, and a more meaningful future.

For anyone concerned about the future of families, nations, or civilization itself, Birth-Rate Crisis offers a compelling new framework-and a reason for hope.

About The Authors

Jim Penman is an Australian entrepreneur, researcher, and founder of Jim's Group, the largest franchise chain in the Southern Hemisphere. He holds a PhD in history and funds international research exploring the biological foundations of social change. A husband and father of ten, Jim places family at the heart of his definition of success.

Andrea Pearson is a USA Today bestselling author, speaker, and entrepreneur with more than 85 published books. A lifelong student of human behavior, she has a particular interest in marriage, parenthood, and what contributes to success in family life. Andrea lives with her husband and their three children.

BIRTH-RATE CRISIS: Reclaiming Family and Purpose In A Dopamine-Driven World

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