

RADIX

The Law of Redirected Motivation

RADIX treats motivation as energy moving through structure. When that structure is misaligned — when you are whoever your boss needs in the morning standup, whoever your partner needs over dinner, whoever the internet needs you to be in your curated feed — energy doesn't disappear. It leaks. The book makes the invisible architecture visible.

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Rarely does something come along that rips through all the noise with a sword made of silk. ... Familiar yet forbidden, incisive but intricately woven — it turns the lethargy of today's digital crisis of consciousness into something literary, artful, and sublime.

— Nikos Acuna

*Award-winning author & AI researcher
Founder & CEO, Aion Labs · Speaker & futurist*

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146
PAGES

500
1ST EDITION

210+
PRE-ORDERS

PRINT ONLY
FORMAT

\$88.88
PRICE

3
MOVEMENTS

9
CHAPTERS

What makes this different

NOT SELF HELP

RADIX is a structural diagnosis — it doesn't tell you what to do. It shows you why trying harder was always the wrong prescription. It is system recognition.

WRITTEN FROM THE INSIDE

Perrin has spent more than fifteen years inside the attention economy, studying how platforms extract focus and redirect effort at industrial scale. The book is what that proximity produced.

ARGUMENT THROUGH OBJECT

Hand-numbered, leather-bound, archival materials, original illustrations. No Kindle. No Audible. No PDF. Built to be returned to — not consumed.

Structure

- ◆ **Part I: The Performance** — Where motivation leaks
- ◆ **Interlude: The Self-Help Autopsy**
- ◆ **Part II: The Reprise** — Recovery without force
- ◆ **Interlude: Transmutation**
- ◆ **Part III: The Continuance** — How effort moves outward, intact
- ◆ **Epilogue: The Ground Was Always Moving** — The book composts its own argument, dissolving into the reader and returning agency

The Author

Alexander J Perrin is an American writer and systems thinker whose work explores how internal structure shapes human motivation. His writing tends toward clarity over comfort, structure over sentiment — pushing readers to confront the hidden geometry of their own decisions. His career spans more than fifteen years at the intersection of technology, advertising, and behavioral strategy. Beyond the book, he has built across healthcare cybersecurity, media infrastructure, and enterprise data architecture — each probing where institutional structures fail the people they claim to serve. His published research maps the same territory — the economics of systemic vulnerability and who absorbs the cost. He also designed the RADIX Structural Profile — a free psychometric instrument grounded in HEXACO validation, measuring motivational structure across 40 archetypes and four movements. He lives with his family in Chicago.

Interview Angles

- ◆ **Why an attention economy executive wrote against optimization**
- ◆ **Identity fragmentation and the hidden cost of context-switching**
- ◆ **The Self-Help Autopsy: why the industry sells solutions to problems it creates**
- ◆ **500 copies, leather-bound, no digital edition: the object as argument**
- ◆ **What every personality test gets wrong — and what structural motivation reveals**

WEBSITE

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STRUCTURAL PROFILE (FREE)

profile.radixbook.com
52 questions · 40 archetypes · open methodology

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