

## ∞ MEDIA KIT ∞

# The Zetetic Path

TRANSFORMATIONAL THINKING TO ADVANCE HUMAN PROGRESS

[ZeteticPath.com](http://ZeteticPath.com)  
briangoedken.com  
briangoedken.org

[info@ZeteticPath.com](mailto:info@ZeteticPath.com)

*Author: Brian D. Goedken*

Updated: August 20, 2019

### NAVIGATIONAL QUICK LINKS

PDF: *Click* to Jump to Section

- [Mission Statement](#)
- [Author Bio](#)
- [Book Information + Cover Images](#)
- [Book Quotes](#)
- [Other \(Non-Book\) Quotes](#)
- [Author Photos](#)
- [Logos](#)

## THE MISSION OF THE ZETETIC PATH

The Zetetic Path aims to provide a forum to share and discuss intelligent, well-reasoned, factually uncompromising truthful information on contemporary issues facing society. Zeteticism (or Zetetics) is a disciplined inquiry to ascertain the true nature of phenomena and to critically question attested claims. A special focus are the interface issues in the Science-Religion Dialogue and the Big Questions of Life.

- Arguments for the existence and nature of God/deities
- The reliability of scripture and religious texts
- Historicity of the Great Religions (Christianity, Islam, Judaism)
- Historicity of Jesus of Nazareth
- Frontier religion (Process Theology/Metaphysics)
- Interfaith dialogue
- Philosophy of Religion, Mind, Time, and Science
- Religious archaeology
- Neuroscientific mind-brain phenomena
- Cognitive bias, decision making, and critical thinking
- Bias in scholarly, academic, and popular literature
- Scientific theories for the origin of the universe
- Leading-edge inquiry into dark matter/dark energy physics and the discovery of physical and theoretical data that better define the nature of the cosmos.
- The nature of time and reality
- The meaning of life

The Zetetic Path's Mission is to:

- To challenge the claims of both traditional religious doctrine and the scientific community to establish the most well-reasoned answers to capital questions facing humanity.
- To challenge false or misleading claims in the political forum for issues that are pivotally-linked to the enhancement or degradation of human advancement.
- To educate people how to develop critical thinking skills to determine the truthfulness/falsity of information and the marketplace of ideas and agendas.



Go Back  
to Navigational Menu

## AUTHOR BIOGRAPHICAL SKETCH FOR BRIAN D. GOEDKEN



### LITERARY EXCELLENCE BOOK AWARDS FOR OUTSTANDING NONFICTION

Brian Goedken is an American multi-genre award winning author. His self-published nonfiction book has been honored with the rare distinction of having won top awards from different book award agencies in Science, Philosophy, Religion, and Spirituality.

He is the founder of modern Zeteticism—colloquially, Zetetics. Zeteticism, a rigorous investigative method of inquiry to identify the truthful nature of ideas which are shrouded by a large, complex body of disparate views which are often biased and based on a narrow gathering of data. In simple terms, to access the best answer to questions of great significance we cannot rely on applying knowledge from one or several areas. Rather, all pertinent domains and their sub-disciplines must be counsel to our thinking and decision-making.

Brian is a degreed Aerospace Engineer who received training at Iowa State University (1986 – 1992, B.S. '91) and graduate studies at Wichita State University (1992-1993). He also received an MBA from Arizona State University (2003). He is a technology entrepreneur having founded/co-founded several tech-based firms and invented/co-invented dozens of state-of-the-art technologies in wide variety of industries. These industries include space, aviation/rotorcraft, military defense, automotive, and medical. His interest in the mind sciences took root in his undergraduate studies when he became exposed to cognitive psychology and philosophy. He has always been deeply-connected to space physics as an avid reader of popular and scholastic literature.

Brian was educated in his youth in the arms of the Catholic faith. He remained an ardent Catholic Christian for four decades of his life and was reasonably well-versed in its theological framework. He accepted most of the claims of Christianity at face value as fundamental truths. In more recent times, violent religious radicalism was on the rise in global society which lead him to question how people motivate themselves to such ends in the name of their God. Brian embarked on an arduous and intensive five-year long effort to question everything we think we know about God, religion, and science. The contemporary Religion-Science dialogue has become impossibly convoluted and arcane that few people can access this debate and come to any comprehensively justified resolution. This endeavor resulted in his authorship and publication of *The Naked Truth about God*, published on Civil Rights Day (January 15<sup>th</sup>) of 2018.



Go Back  
to Navigational Menu

His opus tackles the hardest questions we can ask of our human existence in this awesomely beguiling and fantastically vast and beautiful universe. Brian boldly interrogates the works of the greatest minds—and many lesser known but eminently qualified researchers—in science, philosophy, spirituality, and theology. He diagnoses and articulates the fault lines of ill-fated ideas in this realm of debate and exits the vexing maze with the most rationally-defensible portrayal of God's (or Source, God-Source) provisional existence. Ultimately, the chain of logic binds us to a solution that offers an effective compote to salve the wounds of religious tension and violent religious radicalism. An epic consequence of this discovery is a robust grounding for religious believers, spiritualists, and skeptics to co-exist in total equanimity if they were to align themselves to the Six Towers of God paradigm outlined in his award-winning book.

Brian is now sympathetic to aspects of Humanism, an attitude (not so much a philosophy) that embraces the freedom to inquire, challenge, and explore ideas. The source of ethics, morality and future success as a species are derived solely from humanity. Furthermore, the credibility of beliefs should be adjudicated by reason and evidence with qualified use of intuition, feelings, metaphysics, and speculation. Humanists are typically nontheistic and believe that superhuman/transcendent realities are erroneous until proven otherwise. Brian's views are neither explicitly theistic nor nontheistic as explained by the Six Towers of God paradigm.

Brian grew up in Iowa and has lived in California (Silicon Valley), Kansas, Washington, Michigan, and several suburbs of Phoenix. He is now settled in Chandler, Arizona with his wife and rescue pets. He and his wife are involved in animal rights advocacy.

## BOOK INFORMATION

Publication Date: January 15, 2018

Publisher: Arkenstone Media (self-published)

Edition: First edition

Format: paperback (only)

Book ISBN: 978-0-9984898-6-5

Book Purchases (via Amazon): <https://tinyurl.com/TNTAG>

Book Purchase (via Barnes and Noble): <https://tinyurl.com/TNTAG-BN>

Total Page Count: 764 (580 reading pages)

Social Media: The author does not participate in social media principally due to security vulnerabilities in the platforms and misuse of personal data by host corporations.



Go Back  
to Navigational Menu

# THE NAKED TRUTH ABOUT GOD

The Quest to Find Evidence for Whether God Exists  
Reveals an Epic Discovery that has  
Eluded Religion and Science

Can We Know Whether God Exists?

What is the Origin of our Vast Cosmos?

Why Faith Falters in the Absence of Reason.

Are We Alone in the Universe?

BRIAN COFDKEN



Go Back  
to Navigational Menu

## Cornering an Elusive Deity

Contemporary Science and Religion have struggled to produce a convincing case whether or not God *really* exists. *The Naked Truth about God* interrogates the full knowledge spectrum concerning our collective inquiry into this profound and puzzling dilemma culminating in a provocative discovery that will astound religionists, spiritualists, agnostics, atheists, and skeptics with its unparalleled clarity and elegance.

If you ever wanted a single book that informs you of the most potent and impartial insights on the actuality of God's existence ... your search is over. The *Naked Truth about God* guides you on a journey of self-enlightenment to rebuild the possibility of God's existence from 'scratch'. By resetting our thoughts into this null state, it unburdens the discovery process as you navigate the arcane world erected by humanity to arbitrate the possibility of God. The dividend you will reap is a robust and unexpected answer to this vexing dilemma.

Whether one considers themselves a Christian, Jew, Muslim, Spiritualist, or Skeptic, we need to be brave enough to test our adopted beliefs in relation to the burgeoning facts, discoveries, and theories surrounding ancient and modern-day "evidences" that circulate about the existence of a majestic and awesomely inexplicable entity we generically call **God**. This is germane in today's social climate with the resurgence of violent religious extremism. But how does one go about questioning their belief or disbelief in God to arrive at a well-considered conclusion?

*The Naked Truth about God* takes you on an audacious and sweeping journey to query the deepest contemporary insights on the potentiality of God's existence by systematically exploring over a dozen knowledge domains, including:

- The Microcosm of the Quantum Realm
- Possible Origins to the Universe
- Evolutionary & Quantum Biology
- Neuroscience, the Brain, and God
- Religious Archaeology
- Historiography & History of Religion
- Philosophies of Mind, Religion, and Science
- Systematic Theology & Metaphysics

This book pushes beyond the current knowledge state into an arena that has the real possibility of removing once intractable barriers to how the potentiality of God's existence is best conceptualized. In turn, this has epic consequences and rich rewards for the advance of global society by dissolving all tension between religionists and nonreligionists as well as imbuing your own life with greater purpose and conviction.

Whether you are a believer in God or not, you will exit with a cohesive, profound clarity on the Big Questions of Life and how these are all intertwined ... Does God exist and to what level of certainty can we know? Is faith by itself a valid justification to believe in God? Does science trump religion? How did our incomprehensibly vast cosmos come into being? What do we know about time, space, and reality? Are we alone in the universe? How can we quell violent religious extremism? ...

ISBN 978-0-9984898-6-5



9 780998 489865



## BOOK QUOTES

TOPIC: Courageousness to Challenge the Status Quo



---

To challenge the verity of one's own beliefs is to be courageous.

To separate the truth from falsity is to be wise.

To take action against the headwinds of the status quo is to be a pioneer.

The troika of courage, wisdom, and a pioneering spirit [elevates our enlightenment to the construct and elegance of true reality].

Introduction :: Page 4

---



TOPIC: On the rationality of claiming God is ineffable



---

How can we consider ourselves to be rational and proclaim that God is ineffable—beyond our frail human abilities to comprehend him—and in the same stroke of the pen develop a list of orthodoxical beliefs of what God is and is not!?

Chapter 1 :: Page 55

---



Go Back  
to Navigational Menu

TOPIC: Our imaginative capacities, sometimes in concert with our irrational-thinking brains, can create most any subjective reality.



---

We also have to be particularly wary of imaginative thought processes for we can very easily create things and ideas in our minds that are outright impossible or highly improbable to be manifested in the world-universe which we then deceive ourselves into thinking that they are either certain or probable likelihoods. We often take several different pieces of information or instilled beliefs and loosely wed them together to bestow some greater meaning which falsely represents reality.

Chapter 1 :: Page 20

---



TOPIC: Religious orthodoxy inhibits, or even prohibits, adaptation to new knowledge



---

Nowhere in the definition of Religion is there a mandate for religions to self-challenge or revamp their theological positions based on new enlightenment. Rather, a religion adopts a central orthodoxy and perpetuates it.

Chapter 10 :: Page 363

---



**Go Back  
to Navigational Menu**

TOPIC: The brain has not evolved to think in a completely rational modality. In fact, the human mind develops and holds onto irrational beliefs with great frequency.



---

Because the brain does not possess robust 'fault detectors', the brain will just as easily encode irrational thoughts and beliefs just as it will rational ones.

Chapter 12 :: Page 432

---



TOPIC: The Christian and Jewish Bibles do not claim that the human soul is immortal. The development of such belief doctrine was post-biblical.



---

While the Bible offers a clear distinction that the soul is separate from the body and discusses the idea of eternal life in a general context, it may come as a surprise that the Bible does not specifically indicate that the human soul is immortal. The postulation that we have an immortal soul is an extrapolation or 'a reading between the lines' made by the Church Fathers. Even though the Bible itself cannot affirm the eternal soul, this has been the prevailing thought for billions of people.

Chapter 12 :: Page 436

---



**Go Back  
to Navigational Menu**

## ADDITIONAL (NON-BOOK) QUOTES

TOPIC: In regard to obtaining objective truth, one has to be careful in how the question is phrased. Reality is a singular construct and we cannot apply human conveniences to say that two perspectives are co-equal if there are sufficient facts or knowledge to credibly discern objective truth. This is different than having a different perspective.



---

The currency to purchase the token of truth  
begins with proper phrasing of the query.

It is the ill-considered question that too often creates  
the false illusion of a binary objective reality wherein two  
sides can claim equal validity.

Brian Goedken

---



TOPIC: The state of Bliss has no substantial connection to validating the truth of objective reality. It is principally an emotive disengagement experience whereas truth-seeking actively engages many areas of the brain to compare and reconcile information.



---

Achieving a state of peaceful bliss is much sought after, though  
the attainment of such should never be conflated with  
accessing "Higher Truth."

The difference between Truth & Bliss can be felt viscerally.

Bliss is the willful choice to disengage from inner conflict.

The revelation of verities is the harmony obtained after mental  
strife has yielded a valid verdict.

Brian Goedken

---



Go Back  
to Navigational Menu

## AUTHOR PHOTOS

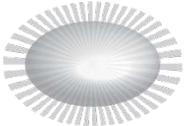
Please download authorized images from The Zetetic Path Website. Please review and adhere to the terms and conditions also posted on the website.

<https://www.zeteticpath.com/media-kit/>

## LOGOS

Please download authorized images from The Zetetic Path Website:

<https://www.zeteticpath.com/logos/>

<p><i>Arkenstone Media</i></p>  <p>RADIATING KNOWLEDGE™</p>	<p>Arkenstone Media Logo</p>
<p><i>The Zetetic Path</i></p> <hr/> <p>TRANSFORMATIONAL THINKING TO ADVANCE HUMAN PROGRESS</p>	<p>The Zetetic Path</p>
	<p>Zetetics • Live True</p>
<p><i>Reality</i> <b>BITES</b> with Brian Goedken</p>	<p>Reality Bites Podcast</p>



Go Back  
to Navigational Menu

 <p><i>Reality</i> <b>BITES</b> with Brian Goedken</p>	<p>Reality Bites Podcast</p>
 <p>REALITY BITES</p>	<p>Reality Bites YouTube Channel</p>

**END OF MEDIA KIT**



**Go Back  
to Navigational Menu**