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Abstract: The overall performance of a society, i.e. its material and spiritual output in terms of quality, quantity and global competitiveness, is the result of an intricate process of interdependent and complex interactions among the individuals of that respective society, on one hand, and between that society and other societies, on the other hand. In either case, the elementary components that make up these interacting complex systems are complex systems themselves, and also in a continuous transformative evolution through permanently renewed self-definition and accumulation of history. This is a spectacular self-organizing process, notoriously difficult to observe, examine and understand with the standard and most widely spread paradigm.