

Whatever Happened to Thrift?



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It is no secret that Americans save very little: every economic index confirms as much. But to solve the real mystery, we must ask why, what effects this has on their economy, and what can be done about it? In this thoroughly researched and thought-provoking book, Ronald Wilcox clearly describes not only how the savings crisis adversely influences personal lifestyles over the long term but also how it can undermine our national wealth and standards of living. Most important, Wilcox examines the many rational and irrational reasons behind individuals' failure to put money away, what third parties such as corporations and government can do to help, and the steps people can take today to help themselves. The book is an attempt to reinvent thrift in the United States, by finding practical ways to help people consume less and save more.

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