

The Future of American Economics

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The American Dream

- farmer's markets
- materialism, waste, and ecology
- rejection of mass consumption

Academic Earners

- note: this is a very specific set of Americans that were fortunate to
- work in a very promising field
- receive outstanding education
- work at the companies of the future
- are making tons of money
- have little/few expenses
- respect the *new* American dream

Modern Values and Spending

- house-*ownership*, cars; smartphones.
- the urban suburbs
- ‘thrift’
- “sharing economy”; ZipCar, AirBnB
- FARMER’S MARKETS
- self-investment, education

Further Reading...

- Juliet Schor on the American Dream
- The Cheapest Generation
- The World Economy
- Myths on Millennials



... *now for CHINESE Economics!*

maybe next time...