

# Chapter 7

## MINDFUL BUYING

THE CONSUMPTION ASSUMPTION

AT BOTTOM, HYPERCAPITALISM DEPENDS ON CONSUMPTION. FOR THE SYSTEM TO RUN, PEOPLE ("CONSUMERS") MUST BUY AND BUY AGAIN, NOT SIMPLY SPENDING, BUT CONSUMING, USING THINGS UP.



IN THE USA, ROUGHLY **70%** OF ECONOMIC OUTPUT GOES TO "CONSUMER GOODS."

IT'S HEAVEN!



THE WORDS ALONE BETRAY THE UNDERLYING VALUES. SOMETHING TO BUY IS A GOOD, AND BUYING EQUALS CONSUMPTION.

WELL, IT CONSUMES ME!



SO ONE WAY TO CHALLENGE THE SYSTEM IS BY REJECTING THE CONSUMPTION MENTALITY AND TO START BUYING MINDFULLY!

WHAT?



MEET CONNIE SUMER'S DISTANT COUSIN CANNIE BYER. CANNIE TAKES A DIFFERENT APPROACH TO SHOPPING. INSTEAD OF CONNIE'S DEBT-FUELED FRENZY OF IMPULSE PURCHASES AND RETAIL THERAPY, CANNIE STARTS BY GIVING HERSELF A GIFT: THE GIFT OF TIME, OF REFLECTION, OF MINDFULNESS.



BEFORE BUYING, CANNIE PAUSES TO CONSIDER WHETHER THE PURCHASE IS CONSISTENT WITH HER VALUES. SHE ASKS HERSELF QUESTIONS LIKE THESE:

- CAN I AFFORD IT?
- DO I REALLY NEED IT?
- DO I REALLY NEED IT NOW?
- IS IT DISPOSABLE, DURABLE, RECYCLEABLE?
- WHAT IS IT MADE OF?
- WHERE DID IT COME FROM?
- WILL IT IMPROVE MY LIFE?
- WILL IT IMPROVE SOMEONE ELSE'S LIFE?
- WHY DO I WANT IT?
- ARE THERE ANY ALTERNATIVES TO THIS PURCHASE?
- WHAT COMPANY MAKES IT?
- WHAT IS THE COMPANY'S RECORD ON POLITICS? LABOR? THE ENVIRONMENT?
- WHERE WILL MY MONEY GO?



NO ONE IS SAYING TO STOP CONSUMING ENTIRELY. THAT WOULD BE IMPOSSIBLE—EVERYONE HAS TO CONSUME FOOD, AFTER ALL. THE IDEA HERE IS TO BE MINDFUL OF ONE'S VALUES AND ACT ACCORDINGLY WHEN BUYING THINGS.



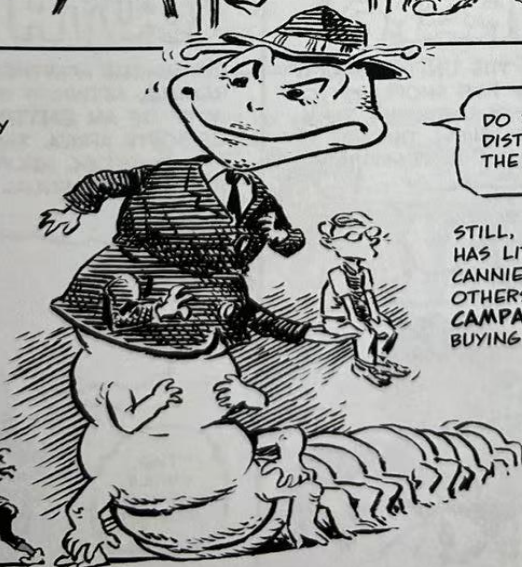
FOOD ALONE OFFERS WIDE CHOICES: VEG OR MEAT? ORGANIC OR GROWN WITH CHEMICAL FERTILIZERS AND PESTICIDES? FARMED FISH OR WILD CAUGHT? SQUISHY HAMBURGER BUNS WITH NO MORE NUTRITION THAN REFINED SUGAR? BEEF RAISED WHERE RAINFOREST ONCE GREW? COCA-COLA?

I GET IT NOW: YOU'RE ONE OF THOSE ORGANIC SPROUT-EATERS, AREN'T YOU?



UH.. IT'S POSSIBLE...

BUYING MINDFULLY INSTEAD OF COMPULSIVELY SAVES CANNIE MONEY, DECLUTTERS HER LIFE, AND ALIGNS HER BEHAVIOR WITH HER VALUES. IT MIGHT EVEN SHAKE TITANS OF INDUSTRY, IF THEY KNEW ABOUT IT.



DO YOU SENSE A DISTURBANCE IN THE FORCE, CAPPY?

STILL, ONE PERSON ALONE HAS LITTLE EFFECT, SO CANNIE SOMETIMES JOINS OTHERS IN ORGANIZED CAMPAIGNS OF MINDFUL BUYING.

THE BEST-KNOWN FORM OF ORGANIZED NON-BUYING IS THE **BOYCOTT.**

BOYCOTT SUPPORTERS SHUN A PARTICULAR PRODUCT, A BUSINESS, OR EVEN A WHOLE NATION AS A WAY OF EXERTING MORAL OR ECONOMIC PRESSURE.



A COUPLE OF BOYCOTTS FROM SEMI-RECENT HISTORY:

## TABLE GRAPES

IN THE 1960S AND '70S, THE **UNITED FARM WORKERS** UNION CALLED FOR SHOPPERS TO STOP BUYING TABLE GRAPES UNTIL THE FARM OWNERS RECOGNIZED THE UNION. THIS BOYCOTT WAS ONLY PARTLY SUCCESSFUL.

PARTLY IS BETTER THAN NOTHING AT ALL!



## SOUTH AFRICA

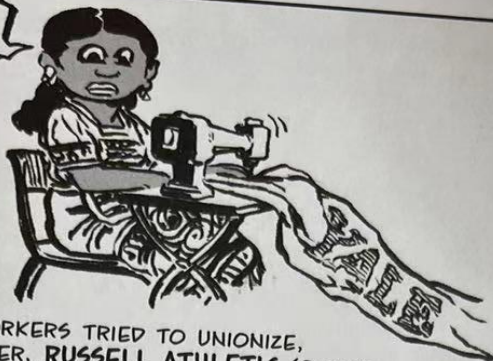
DURING THE APARTHEID (RACIALLY SEGREGATED) REGIME, ACTIVISTS ORGANIZED A GLOBAL BOYCOTT OF AN **ENTIRE COUNTRY**, THE UNION OF SOUTH AFRICA. THE LOSS OF TRADE, TOURISM, AND PRESTIGE HELPED TO END APARTHEID AND EXTEND EQUAL CITIZENSHIP TO ALL.

THE WHOLE WORLD HELPED!



MORE RECENTLY, IN 2008, STUDENTS CALLED FOR A BOYCOTT TO SUPPORT HONDURAN TEXTILE WORKERS WHO SEW BRANDED SPORTSWEAR FOR COLLEGES AND UNIVERSITIES.

THIS IS AN EDUCATION IN ITSELF...



WHEN THE WORKERS TRIED TO UNIONIZE, THEIR EMPLOYER, RUSSELL ATHLETIC (OWNED BY FRUIT OF THE LOOM, INC.), CLOSED THE FACTORY AND LOOKED FOR WORKERS ELSEWHERE.



I HEAR GUATEMALA HAS BETTER DEATH SQUADS...

ACTIVISTS CAMPAIGNED IN THE U.S., CANADA, AND AUSTRALIA. 130 UNIVERSITIES THREATENED TO CANCEL THEIR LICENSES WITH RUSSELL.

## Result:

THE UNION RECOGNIZED, THE FACTORY REOPENED, A 30% RAISE, AND A LONG-TERM CONTRACT!

WE HAD TO. FRUIT OF THE LOOM COULDN'T AFFORD THE EXPOSURE.



IN THE WORDS OF AN ACTIVIST WEBSITE:

"JERZEES NUEVO DÍA [THE FACTORY] IS ONE OF THE WORLD'S ONLY GARMENT FACTORIES THAT ENJOYS STABLE ORDERS FROM A MULTINATIONAL APPAREL BRAND AND FULLY COMPLIES WITH UNIVERSITIES' LABOR CODES OF CONDUCT."

(SOURCE: WWW.USAS.ORG/2012/10/10/)

THE FLIP SIDE OF THE BOYCOTT IS THE "BUYCOTT." BESIDES WITHHOLDING MONEY FROM WRONGDOERS, CANNIE ALSO TRIES TO SUPPORT PRODUCTS THAT ARE CONSISTENT WITH HER VALUES. WHICH COMPANIES USE THE MOST SUSTAINABLE PROCESSES? WHAT SHAMPOOS ARE NOT TESTED ON ANIMALS? WHO PAYS WELL? FINDING OUT MAY NOT BE SO EASY.

SO MANY PRODUCTS,  
SO LITTLE INFORMATION!



THE MOST COMPREHENSIVE ONLINE SOURCE OF THIS INFORMATION, ETHICAL-CONSUMER.ORG, IS BRITISH AND OF LIMITED USE TO AMERICANS. SEVERAL MOBILE APPS ARE SUPPOSED TO RATE COMPANIES FROM A SIMPLE BARCODE SCAN, BUT NONE OF THESE WORKED WHEN WE TRIED THEM.

COME ON,  
APP MAKERS!  
HELP US OUT  
HERE!!

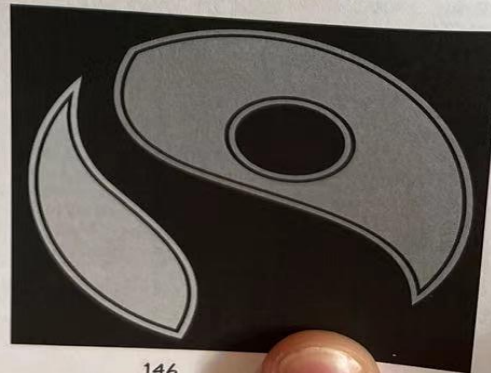


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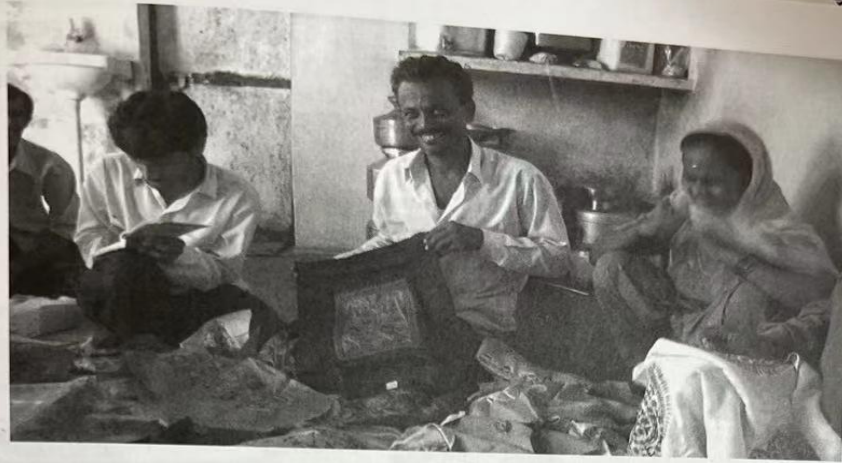
ONE THING TO LOOK FOR—ON IMPORTED GOODS, ANYWAY—IS THIS LOGO, THE

**FAIR  
TRADE**

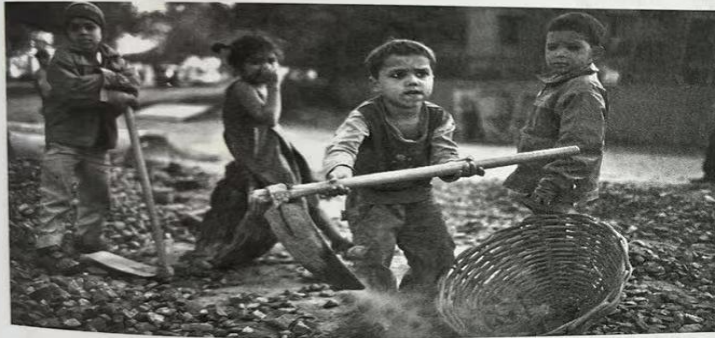
EMBLEM.



TO EARN THE FAIR TRADE LABEL, COMPANIES AND COOPERATIVES MUST PAY AT LEAST THE LOCAL MINIMUM WAGE, ACCEPT LABOR UNIONS, USE SUSTAINABLE ("GREEN") PRODUCTION METHODS, AND PROMOTE GENDER EQUITY.



THEY MUST ALSO NEVER USE FORCED LABOR OR HIRE CHILDREN.



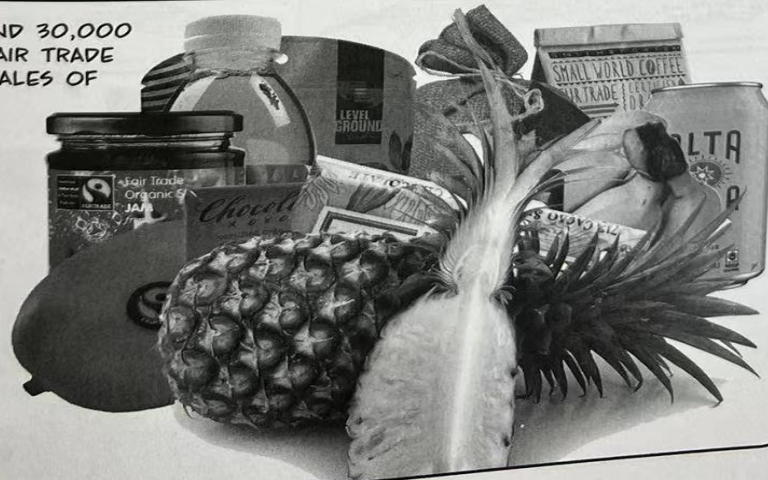
I CAN TOTALLY SWEAR WE DON'T HAVE EVEN ONE CHILD EXECUTIVE!



AT THIS WRITING, AROUND 30,000 PRODUCTS CARRY THE FAIR TRADE INSIGNIA, WITH TOTAL SALES OF

**\$6.3 Billion.**

AND NONE OF THAT MONEY COMES TO ME!!!



OF COURSE, ANYTHING FROM THE OTHER SIDE OF THE EARTH COMES AT A COST IN FUEL AND CARBON EMISSIONS. FOR ONE EXTREME EXAMPLE, REFRIGERATED PLANELOADS OF CUT FLOWERS ARRIVE DAILY ALL OVER THE UNITED STATES FROM SOUTH AMERICA.



IT IS ALMOST ALWAYS GREENER TO BUY SOMETHING THAT WAS GROWN OR MADE NEARBY.



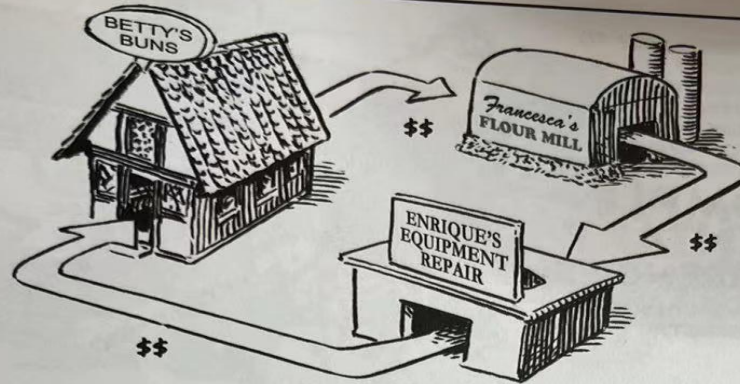
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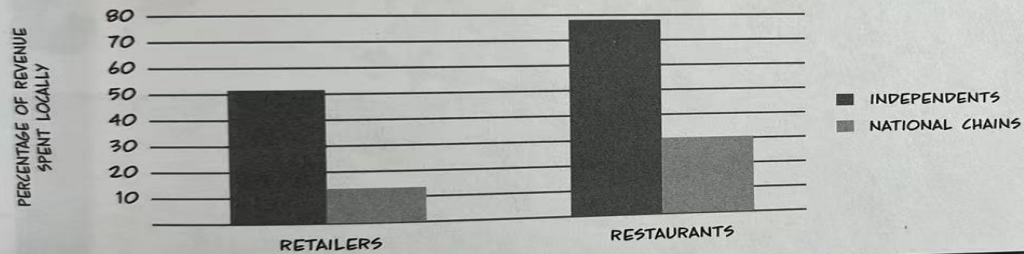
PERCENTAGE OF REVENUE  
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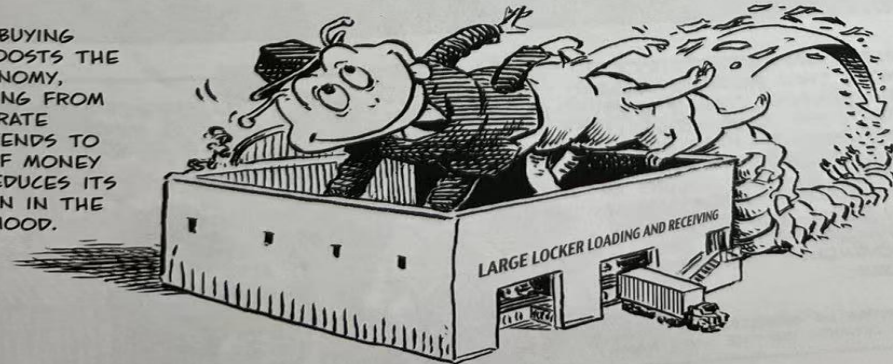
BESIDES SAVING FUEL AND EXHAUST, BUYING LOCALLY HAS ANOTHER BENEFIT: IT KEEPS MONEY CIRCULATING IN THE NEIGHBORHOOD. LOCALLY OWNED BUSINESSES SPEND MUCH MORE OF THEIR INCOME WITHIN THE COMMUNITY THAN DO CHAIN STORES.



CONSIDER, FOR EXAMPLE, THE FINDINGS OF A STUDY DONE IN SALT LAKE CITY BY THE ORGANIZATION *CIVIC ECONOMICS*. LOCALLY OWNED BUSINESSES PUT A MUCH LARGER FRACTION OF THEIR REVENUE BACK INTO THE LOCAL ECONOMY THAN DID NATIONAL CHAINS.



IN SHORT, BUYING LOCALLY BOOSTS THE LOCAL ECONOMY, WHILE BUYING FROM BIG CORPORATE OUTLETS TENDS TO SIPHON OFF MONEY AND SO REDUCES ITS CIRCULATION IN THE NEIGHBORHOOD.



A SYSTEMATIC WAY TO KEEP MONEY IN THE COMMUNITY IS BY CIRCULATING LOCAL VOUCHERS THAT ARE ACCEPTED NOWHERE ELSE. ONE FINDS THESE

# COMPLEMENTARY CURRENCIES

IN COMMUNITIES FROM MASSACHUSETTS TO KENYA.



THE DETAILS OF THEIR DESIGN, DISTRIBUTION, AND MANAGEMENT VARY, BUT THEY ALL START THE SAME WAY: ACTIVISTS OR "SOCIAL ENTREPRENEURS" PERSUADE LOCALLY OWNED BUSINESSES TO ACCEPT THE NEW PAY CHITS.



COMPLEMENTARY CURRENCIES CAN DO MORE THAN PROMOTE LOCAL BUSINESSES OVER CHAIN STORES. IN VERY POOR COMMUNITIES, LIKE KENYA'S BANGLADESH SLUM\*, BANGLA-PESA NOTES ACTUALLY INCREASE THE TOTAL VOLUME OF TRADE, BECAUSE "OFFICIAL" MONEY IS SO SCARCE. THE NOTES HAVE ALSO HELPED PAY FOR CIVIC IMPROVEMENTS, LIKE TRASH CLEANUP.

\*A SUBURB OF MOMBASA, NOT THE ASIAN COUNTRY OF THE SAME NAME



SHOPPING LOCALLY,  
SEEKING GREENER  
PRODUCTS, HONORING  
LABOR AND FAIR TRADE,  
AND OTHERWISE BUYING  
MINDFULLY ALL MESS  
UP HYPERCAPITALISM'S  
PLANET-DEVOURING,  
WORKER-PUNISHING,  
GLOBALIZED ENTERPRISE.

AND THEY'RE  
THROWING  
FREE-RANGE  
ORGANIC  
EGGS...



AND MORE THAN THAT: THEY  
MAKE PEOPLE FEEL BETTER.

EXCEPT THIS "PERSON!"



DATA CONFIRM THAT MINDFUL BUYING PROMOTES BUYERS' WELL-BEING. FOR EXAMPLE, A SURVEY TAKEN IN CANADA, CHINA, AND THE U.S. SHOWED THAT PEOPLE WHO SHOP AT FARMERS MARKETS AND WHO SEEK OUT ENVIRONMENTALLY FRIENDLY PRODUCTS REPORT GREATER LIFE SATISFACTION THAN PEOPLE WHO DON'T.



IN OTHER WORDS, "PRO-SOCIAL" SPENDING—BUYING WITH THE HEALTH AND WELFARE OF OTHERS IN MIND, OR SIMPLY BUYING FOR OTHERS—PROMISES TO IMPROVE THE WELL-BEING OF THE WORLD AND OF THE BUYER.



# Chapter 8

## VOLUNTARY SIMPLICITY

AND THE VALUE OF TIME

FACED WITH HYPER-CAPITALISM'S RELENTLESS PRESSURE TO CONSUME, A MINDFUL BUYER RESPONDS BY EVALUATING ONE PRODUCT AT A TIME.

OTHERS GO FURTHER... THEY STRIVE TO BREAK FREE OF THE ENTIRE WORK-AND-SPEND CYCLE BY EMBRACING A MATERIALLY SIMPLER LIFE.

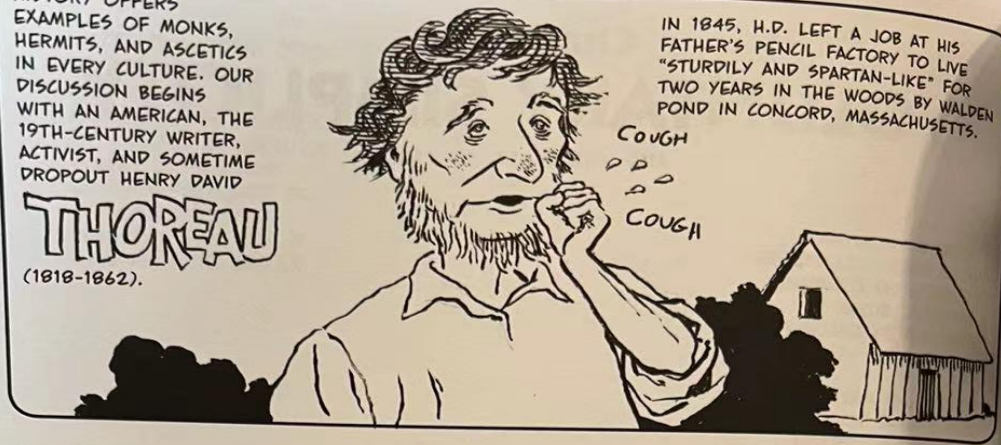


HISTORY OFFERS  
 EXAMPLES OF MONKS,  
 HERMITS, AND ASCETICS  
 IN EVERY CULTURE. OUR  
 DISCUSSION BEGINS  
 WITH AN AMERICAN, THE  
 19TH-CENTURY WRITER,  
 ACTIVIST, AND SOMETIME  
 DROPOUT HENRY DAVID

# THOREAU

(1818-1862).

IN 1845, H.D. LEFT A JOB AT HIS  
 FATHER'S PENCIL FACTORY TO LIVE  
 "STURDILY AND SPARTAN-LIKE" FOR  
 TWO YEARS IN THE WOODS BY WALDEN  
 POND IN CONCORD, MASSACHUSETTS.



PONDERING THE BREVIDITY OF LIFE (HE HAD TUBERCULOSIS) AND THE PORTION OF IT USUALLY SPENT  
 EARNING MONEY, THOREAU MADE THIS STRIKING DEFINITION OF THE **COST** OF AN OBJECT.



"THE COST OF A THING  
 IS THE AMOUNT OF  
 LIFE WHICH IS TO BE  
 EXCHANGED FOR IT."

EVERY PURCHASE, THAT IS, CARRIES A TIME COST: THE  
 TIME SPENT WORKING TO EARN THE PURCHASE PRICE.



WHILE MOST OF US CAN EXPECT TO LIVE  
 LONGER THAN THOREAU, THE FACT REMAINS  
 THAT EVERYONE FACES A FINITE LIFESPAN,  
 EVERY HOUR OF WHICH IS SPENT EITHER  
 MAKING MONEY OR DOING SOMETHING  
 ELSE.



THIS IDEA WAS FURTHER DEVELOPED BY AUTHORS **VICKI ROBIN** AND **JOE DOMINGUEZ** IN THEIR POPULAR 1992 BOOK **YOUR MONEY OR YOUR LIFE** (YMYL, FOR SHORT).



YMYL POINTS OUT THAT EVERY JOB NOT ONLY TAKES EXTRA TIME, BUT ALSO REQUIRES JOB-RELATED OUTLAYS OF CASH. OUR FRIEND **ERNIE WAGES**, STUCK IN RUSH-HOUR TRAFFIC, HAS TO AGREE!



FOR INSTANCE, BACK WHEN ERNIE WAS WORKING 40-HOUR WEEKS AT BETTCO, HE TOOK HOME \$800 AFTER TAXES. NATURALLY, HE FIGURED HIS TIME WAS WORTH \$20 AN HOUR.



BUT IN FACT, ERNIE SPENT 40 MINUTES A DAY COMMUTING; ANOTHER 30 MINUTES PICKING UP FAST FOOD, BECAUSE HE WAS TOO FRAZZLED TO SHOP AND COOK; AND HE PARKED TWO KIDS IN DAY CARE, TOO.



SO ERNIE SPENT EXTRA **TIME AND MONEY** JUST TO DO HIS JOB. EVERY WEEK, HIS ADDITIONAL OUTLAYS AMOUNTED TO:

	MONEY	TIME
COMMUTE	\$30	3.3 HOURS
FAST FOOD	\$50	2.5 HOURS
DAYCARE	\$200	1.5 HOUR
TOTAL	<b>\$280</b>	<b>7.3 HOURS</b>

THE \$280 CAME OUT OF HIS \$800 PAY-CHECK, AND THE 7.3 HOURS MUST BE ADDED TO HIS 40-HOUR WORK WEEK.

THE **TRUE VALUE** OF AN HOUR OF ERNIE'S WORKTIME, THEN, WAS NOT \$20, BUT AT MOST

$$\frac{800 - 280}{40 + 7.3} = \frac{520}{47.3} \approx \text{\$}11.00$$



ERNIE NOW HAS TO FACE A NEW WAY TO ASSESS HIS PURCHASES: IN TERMS OF TIME.



FOR INSTANCE, HIS CAR PAYMENTS ARE \$90 A WEEK (AVERAGE FOR THE U.S.), SO EVERY WEEK HE SPENDS

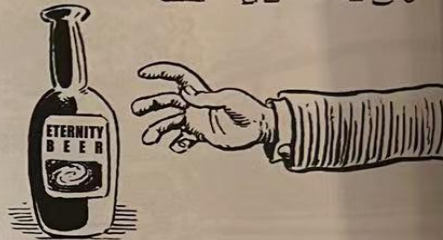
$$\frac{\$90}{\$11/\text{hr}} \approx 8 \text{ hours.}$$

JUST LOOK WHAT I DO FOR YOU!

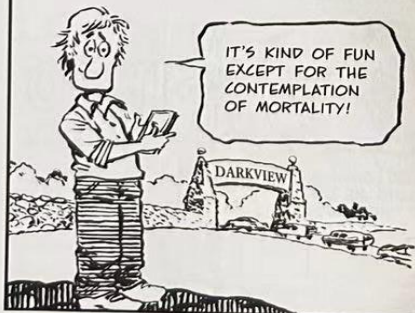


AN AVERAGE BEER DRINKER, ERNIE DOWNS \$24 WORTH EVERY WEEK, AT A TIME COST OF

$$\frac{\$24}{\$11/\text{hr}} \approx 2 \text{ hours.}$$



ERNIE STARTS DOING THE ARITHMETIC FOR ALL HIS DISCRETIONARY EXPENSES.



EACH NEW CALCULATION RAISES THE SAME QUESTION:

IS IT WORTH IT?



NOT EVERYONE WILL ANSWER THAT QUESTION IN THE SAME WAY ABOUT THE SAME THINGS. ERNIE MAY DECIDE THAT A CAR IS ESSENTIAL, EVEN IF IT COSTS HIM 8 HOURS A WEEK.



HIS FRIEND THOREAU LEE SIKOVITZ, ON THE OTHER HAND, IS READY TO GIVE UP THE CAR, THE BEER, AND A LOT OF OTHER THINGS.



HE SELLS HIS CAR AND BUYS A GOOD BICYCLE (COST: AROUND 50 HOURS TOTAL), WHICH PROVIDES ENOUGH EXERCISE THAT HE GIVES UP HIS GYM MEMBERSHIP (COST: 1 1/2 HOURS PER WEEK).



FOLLOWING YMYL GUIDELINES, T. L. PAYS OFF HIS DEBT WITH THE MONEY HE SAVES.



FROM THAT POINT ON, HE SAVES HIS MONEY UNTIL IT SEEMS LIKE ENOUGH.



NEEDING LESS INCOME, HE CUTS BACK HIS WORK HOURS, PLANTS A VEGETABLE GARDEN, AND EVEN MAKES SOME OF HIS OWN CLOTHES. THOREAU LEE HAS BECOME A FULL-FLEDGED VOLUNTARY SIMPLIFIER.



THOREAU LEE SIKOVITZ MAY BE A CARTOON CHARACTER, BUT MILLIONS OF OTHER SIMPLIFIERS ARE 100% REAL. PROBABLY THE MOST FAMOUS AND INFLUENTIAL WERE HELEN AND SCOTT

# NEARING.

THESE URBAN RADICALS, WEARY OF THE "COMPETITIVE, ACQUISITIVE, AGGRESSIVE, WAR-MAKING SOCIAL ORDER," MOVED TO A FARM IN VERMONT IN THE LATE 1930S.



TAKING ON MOST OF THE MANUAL LABOR THEMSELVES, THE NEARINGS NEEDED LITTLE MONEY; FOUR HOURS A DAY SUFFICED BOTH FOR GROWING CASH CROPS (BLUEBERRIES, MAPLE SYRUP) AND FOR ALL OTHER CHORES THAT SATISFIED THEIR MATERIAL NEEDS.

THIS DAILY SEGMENT THEY CALLED THEIR "BREAD LABOR," AND IT WASN'T ALWAYS EASY. THEY BUILT THEIR STONE HOUSE ENTIRELY BY HAND.



ANOTHER FOUR HOURS PER DAY WENT TO INTELLECTUAL AND CULTURAL PURSUITS (MAINLY WRITING), AND ANOTHER FOUR TO VOLUNTEER WORK AND COMMUNITY ACTIVITIES. IT WORKED FOR THE NEARINGS! BOTH OF THEM LIVED WELL PAST 90 YEARS OLD.

RESU  
THEIR  
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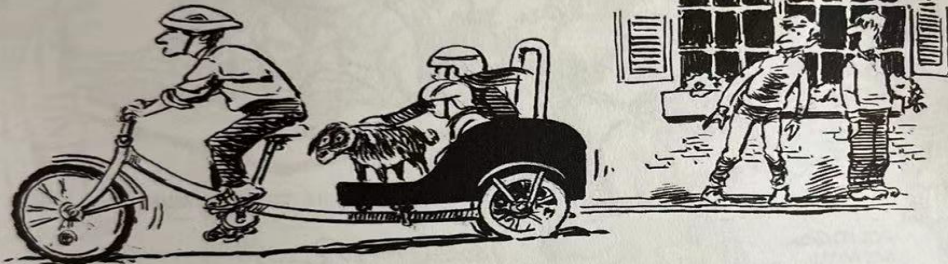
YOU DON'T HAVE TO FARM  
TO LIVE SIMPLY. IN 2007,  
"NO-IMPACT MAN"

## COLIN BEAVAN

LED HIS FAMILY THROUGH  
A YEAR-LONG EXPERIMENT  
IN SIMPLE LIVING, BASED  
IN THEIR MANHATTAN  
APARTMENT.



THEY USED FOOD GROWN ONLY WITHIN A RADIUS OF 250 MILES, LITTLE PAPER, ELECTRICITY  
FROM A ROGUE SOLAR PANEL, NO BUSES, NO TRAINS, NO CARBON-BASED FUELS...



RESULT: THEY PAID OFF  
THEIR CREDIT CARDS;  
GOT INTO TERRIFIC  
SHAPE FROM ALL THE  
EXERCISE; ATE HEALTHIER  
MEALS; PLAYED CARDS  
AND BOARD GAMES—AND  
TALKED!—INSTEAD OF  
ZONING OUT WITH THE  
TUBE; AND (THEY  
ADMITTED), GOT VERY  
TIRED OF WASHING  
CLOTHES IN THE TUB.



WHETHER RURAL OR URBAN, VOLUNTARY SIMPLICITY PAYS THE DIVIDEND OF TIME. ESCAPING THE WORK-AND-SPEND CYCLE MEANS LESS TIME DEVOTED TO SHOPPING AND WORKING FOR PAY. VOLUNTARY SIMPLIFIERS TEND TO SPEND MORE TIME AT INTRINSICALLY REWARDING ACTIVITIES, SUCH AS...



MEDITATION



SOCIALIZING WITH FRIENDS

EXERCISE



POLITICAL ACTIVITY

VOLUNTEERING IN THE COMMUNITY



CREATIVE EXPRESSION



PLAYING WITH THE KIDS

CATCHING UP ON ALL THOSE PROJECTS



IN THE PAST DECADE OR SO, PSYCHOLOGISTS HAVE STUDIED THE RELATIONSHIP BETWEEN WELL-BEING AND

# "TIME AFFLUENCE."

LET'S DO A SURVEY!



AND LET'S DO IT TOMORROW!

## AND THEY HAVE FOUND:

PEOPLE WITH MORE TIME REPORT THEMSELVES AS HAVING GREATER ENGAGEMENT IN INTRINSICALLY REWARDING ACTIVITIES. THIS, IN TURN, IS ASSOCIATED WITH HIGHER LEVELS OF WELL-BEING.

THIS SURE BEATS FLIPPING BURGERS!



PEOPLE IN ECONOMICALLY DEVELOPED COUNTRIES WITH SHORTER WORK WEEKS (LIKE THESE COPENHAGEN COMMUTERS) ALSO HAVE LOWER CARBON FOOTPRINTS (AND GOOD LEG MUSCLES, TOO).



VOLUNTARY SIMPLIFIERS USE LESS ENERGY, ACT MORE ECOLOGICALLY RESPONSIBLY, SEEK ACTIVITIES THAT EMBODY MORE INTRINSIC VALUES, AND REPORT HIGHER LEVELS OF SATISFACTION THAN DO OTHER PEOPLE.

HMM... I'M NOT SICK OF IT ANYMORE... DOES THAT MEAN I SHOULD CHANGE MY NAME?





AS WAYLESS SIKOVITZ AND OTHERS HAVE FOUND, VOLUNTARY SIMPLICITY IS ONE WAY TO ESCAPE, AT LEAST PARTLY, FROM THE PRESENCE AND PRESSURES OF HYPERCAPITALISM.



THIS ROUTE MAY NOT BE FOR EVERYONE, BUT THE SIMPLIFIERS DO RAISE A QUESTION THAT EVERYONE MIGHT WELL CONSIDER: HOW MUCH IS ENOUGH? HOW MUCH STUFF IS ENOUGH? HOW MUCH WORK IS ENOUGH? HOW MUCH MONEY IS ENOUGH?



IN THIS CHAPTER, WE TRIED TO PROVIDE SOME NEW WAYS OF LOOKING AT THESE QUESTIONS. ULTIMATELY, WE SUGGEST, IT COMES DOWN TO ONE THING...



YOU FIGURED IT OUT, EH? IT'S ABOUT TIME!

UM, WELL, YES... EXACTLY!

