

CLIENT / CONTACT BULLETIN 8-10

Just in case it matters to you:

- “GEN Xers AND MILLENIALS ARE THE MOST ENTREPRENEURIAL GENERATIONS IN HISTORY.” They have generally witnessed economic success during their whole adult lives, come to expect prosperity, and see the current economic downturn more as “a confusing aberration rather than a predictable part of the business cycle.” Such entrepreneurial attitudes are integral to the current economic growth in Asia, where “younger generations think more like their American counterparts than their parents,” and where entrepreneurial spirit is paying off. In America, however, while most have the same high aspirations, many lack the means to achieve them; high-school drop out rates are as high as 30%, up to half leave before graduation, and only about 25% continue on to earn a college degree. This results in huge economic disparity – average yearly earnings for dropouts is around \$20K versus \$30K with a diploma, \$55K with a bachelor’s degree and \$119K with a professional degree – “thwarting lots of ambitions and creating growing pressure for economic and social reform... since most expect to see hardship on a national level, but they both want and expect prosperity for themselves.”
[THE FUTURIST – Mar/Apr 08]
 - THE OFFICE CANDY DISH IS EVIL AND POTENTIALLY LETHAL. Published studies and researchers at Cornell University have demonstrated “proximity’s influence on consumption... It turns out that hunger and good food are the last reasons why people eat.” Rather, our species for the most part is simply “powerless to resist overeating if foods are visible and convenient... with endless temptations to overeat unhealthy calories... which engorge the bloodstream with excess sugar and unhealthy fats, inflicting sever oxidative and inflammatory damage to the inner arterial walls... This happens after eating just *one* high calorie meal. Multiply that over a lifetime and it becomes apparent why so many humans succumb to vascular disease.” While some damage can be mitigated by consuming red wine, cocoa, tea or dark chocolate during a meal (not such bad choices), it’s wise to remember that most ‘treats’ are really ‘poisons’ in a sense, and to ingest accordingly – i.e. less often and less in amount – particularly those daily office goodies.
[LIFE EXTENSION – Mar 08]
- ACTUALLY, OUR SPECIES “CAPACITY FOR SELF-CONTROL IS FAR SHALLOWER THAN WE REALIZE. People have a limited amount of self-control, and tasks requiring controlled, willful action quickly deplete this central resource... Ego also plays a significant role in whether we surrender to, or resist, tempting urges.” Beyond the temptation of the ‘candy dish’ so often in front of us, the constant barrage of marketing which urges self-indulgence takes particular toll on “ego-depleted people who are anxious because they constantly feel like social outcasts, and have more difficult time resisting temptation (than those who feel comfortable in social surroundings), and are thus more likely to make impulse buys, to spend more, and to eat more unhealthy snacks.”
[PSYCHOLOGICAL SCIENCE – Nov 07]
- AGGRAVATION LEVELS GENERALLY DECREASE WITH AGING – EXCEPT FOR SPOUSES. A University of Michigan study over 13 years found that “young people were most likely to find their friends and families irritating and get embroiled in feuds and fights. As people moved into middle and old age, they weeded out more annoying friends, stopped fighting with maturing children, and generally learned to steer around direct conflict.” Despite this mellowing out over the decades, however, *married couples* turned out to be the exception – reporting that, as the years progress, they “find each other’s idiosyncrasies and differences *more* aggravating... At least old marrieds feel free to tell each other what newlyweds can’t: ‘You’re driving me up the wall!’”
[THE WEEK – Feb 22, 08]
 - COULD ONLINE DATERS POSSIBLY BE EXAGGERATING? 72% of women and 68% of men claim “above average” looks, with 24% of women and 19% of men claiming “very good” looks. This only leaves around 30% of online daters with “average” looks, and a startling 1% as “less than average.” Also, more than 4% of internet daters claim to earn over \$200K yearly, but less than 1% actually do, all according to *Freakonomics*, bestseller written by a ‘rogue economist.’
 - THOUGHTS FOR THE WEEK: **Researchers at**

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