POOR RICHARD'S PRINCIPLE

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RECOVERING THE AMERICAN DREAM
THROUGH THE MORAL
DIMENSION OF WORK,
BUSINESS, AND MONEY

ROBERT WUTHNOW

PRINCETON UNIVERSITY PRESS
PRINCETON, NEW JERSEY

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Published by Princeton University Press, 41 William Street,
Princeton, New Jersey 08540
In the United Kingdom: Princeton University Press,
Chichester, West Sussex
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Library of Congress Cataloging-in-Publication Data

Wuthnow, Robert.

Poor Richard's principle : recovering the American dream
through the moral dimension of work, business, and money /
Robert Wuthnow.

p. cm.

Includes bibliographical references and index.

eISBN 1-4008-0879-0

1. United States—Moral conditions. 2. Work—Moral
and ethical aspects—United States. 3. Money—Moral and
ethical aspects—United States. 4. Business ethics—
United States. 5. Social values—United States.
6. Work and family—United States. I. Title.

HN90.M6W87 1996

306'.0973—dc20 96-6799

This book has been composed in Palatino

And everywhere, through the immortal dark, something moving in the night, and something stirring in the hearts of men, and something crying in their wild unuttered blood, the wild unuttered tongues of its huge prophecies—so soon the morning, soon the morning: O America.

Thomas Wolfe, *The Web and the Rock*