

# Contents

*Preface* xi

## PART I

### POVERTY IS ON THE RUN

- 1** Liberalism Liberated 3
- 2** It's the End of the World as They Knew It,  
and You Should Feel Pretty Good 11
- 3** Nostalgia and Pessimism Worsen Poverty 17
- 4** Under Liberalism the Formerly Poor Can  
Flourish Ethically and Spiritually 24
- 5** Consider the Possibility That Your Doubts  
Might Be Mistaken 35
- 6** Pessimism Has Been since 1800 a Rotten Predictor 43
  - 7** Even about the Environment 50
- 8** In Fact, None of the Seven Old Pessimisms  
Makes a Lot of Sense 57
- 9** Nor Do the Three New Ones 62

- 10** So to Get Better, the World Had Better  
Keep Its Ethical Wits about It 68
- 11** And True Liberalism Celebrates a Life *Beyond* Wealth 75

PART II  
ENRICHMENT DIDN'T COME FOR  
THE REASONS YOU IMAGINE

- 12** Liberal Ideas, Not European Horrors or  
Heroism, Explain the Great Enrichment 83
- 13** Liberalism Supported Innovism and the Profit Test 89
- 14** The Great Enrichment Did Not Come from Resources  
or Railways or Property Rights 96
- 15** Nor Thrift or “Capitalism” 102
- 16** Schooling and Science Were Not the Fairy Dust 107
- 17** It Wasn't Imperialism 118
- 18** Nor Slavery 122
- 19** Nor Wage Slavery Ended by Unions and Regulation 128

PART III  
IT CAME BECAUSE IDEAS, ETHICS,  
RHETORIC, AND IDEOLOGY CHANGED

- 20** The Talk and the Deals Changed in Northwestern Europe 135
- 21** That Is, Ethics and Rhetoric Changed 143
- 22** “Honest” Shows the Change 149

**23** And “Happiness” Itself Changed 155

**24** The Change in Valuation Showed in  
English Plays, Poems, and Novels 161

PART IV

THE CAUSES OF THE CAUSES WERE  
NOT RACIAL OR ANCIENT

**25** Happy Accidents Led to the Revaluation 171

**26** And Then Old Adam Smith Revealed / The Virtues  
of the Bourgeois Deal 176

*Acknowledgments* 191

*Notes* 193

*Index* 211

