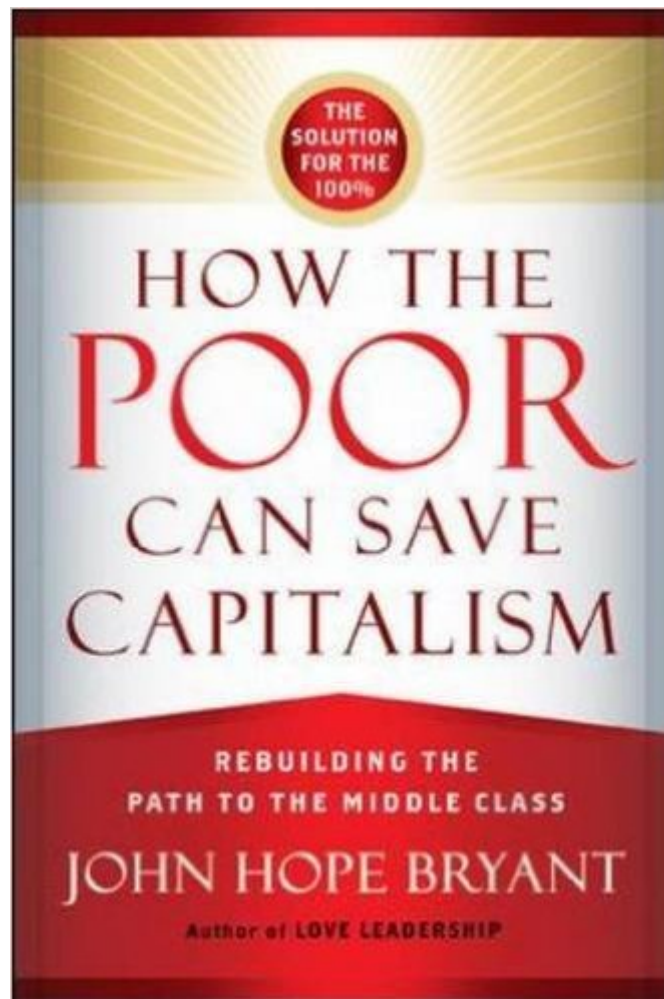


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How The Poor Can Save Capitalism: Rebuilding The Path To The Middle Class



Synopsis

John Hope Bryant, successful self-made businessman and founder of the nonprofit Operation HOPE, says business and political leaders are ignoring the one force that could truly re-energize the stalled American economy: the poor. If we give poor communities the right tools, policies, and inspiration, he argues, they will be able to lift themselves up into the middle class and become a new generation of customers and entrepreneurs. Raised in poverty-stricken, gang-infested South Central Los Angeles, Bryant saw firsthand how our institutions have abandoned the poor. He details how business loans, home loans, and financial investments have vanished from their communities. After decades of deprivation, the poor lack bank accounts, decent credit scores, and any real firsthand experience of how a healthy free enterprise system functions. Bryant radically redefines the meaning of poverty and wealth. (It's not just a question of finances; it's values too.) He exposes why attempts to aid the poor so far have fallen short and offers a way forward: the HOPE Plan, a series of straightforward, actionable steps to build financial literacy and expand opportunity so that the poor can join the middle class. Fully 70 percent of the American economy is driven by consumer spending, but more and more people have too much month at the end of their money. John Hope Bryant aspires to "expand the philosophy of free enterprise to include all of God's children" and create a thriving economy that works not just for the 1 percent or even the 99 percent but for the 100 percent. This is a free enterprise approach to solving the problem of poverty and raising up a new America.

Book Information

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Customer Reviews

It's very difficult to find a book that feels like both a sermon and a self help journal in one. That's what Bryant's latest book does. On every page, you hear a call to the consciousness of America and every struggling American. It's a voice that rings loud and true: America is a land of opportunity for all people. But first you have to believe in yourself. "Half of poverty," says Bryant, "is a lack of self confidence. It's a lack of confidence in your self. It's a lack of belief. If you do not know who you are in the morning by dinnertime someone is going to tell you." So begins Bryant with the rousing air that makes you sit up and listen, like a sweating preacher in a hot church. He's speaking the language of everyday people: He often reminds them that there's a difference in being broke and being poor. Being broke is economic, yes. But being poor is a disabling frame of mind and a depressed condition of your spirit. And you must vow to never be poor again. If I don't like me I'm not going to like you. If I don't feel good about me I'm not going to feel good about you. So begins his sermon of self empowerment through self belief. And that theme resonates on every page. Inspired by the great Dr. Martin Luther King, Jr., Bryant lifts your heart and your mind. "Freedom and liberty and justice and fair play are not things; they are feelings!" Freedom, he repeatedly reminds us, is self determination. Which brings us to the second key element of the Bryant message and movement: The free enterprise system provides all the tools you need to empower yourself. Whatever its flaws, capitalism and inclusion in it, is the only path to rebuilding the middle class in America.

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