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Your guide to understanding
today's economy and
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econAmerica...Now

Written by Jeff Thredgold, CSP, President, Thredgold Economic Associates

In February 2006 I was contacted by an Executive Editor of Wiley & Sons to see if I would be interested in writing a book for them. Sixteen months later, *econAmerica* is now available! We are very pleased with how it turned out, and hope you like it as well...

Below is the press release from Wiley...

FOR IMMEDIATE RELEASE

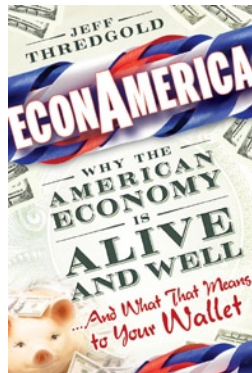
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ECONAMERICA

WHY THE AMERICAN ECONOMY IS ALIVE AND WELL... AND WHAT THAT MEANS TO YOUR WALLET

by

Jeff Thredgold



An optimistic book about the U.S. economy? That's almost unheard of among the "doom and gloom" books that line the shelves of the nation's bookstores. "The American people have a bright future," says economist Jeff Thredgold in his book **ECONAMERICA: WHY THE AMERICAN ECONOMY IS ALIVE AND WELL...AND WHAT THAT MEANS TO YOUR WALLET (Wiley; June 2007; \$24.95)**. Novices and professionals in all walks of life will profit from Thredgold's forecast as he focuses on the four key factors—the Silver Bullets—that will combine to create a strong American economy in coming years.

Despite the painful shocks of global terrorism, sky-high energy prices, rising short-term interest rates, and volatile housing markets, the American economy has performed well. Yet even as solid growth has occurred, the national media has led millions of Americans to believe that the economy is merely limping along, creating few quality jobs, and on the brink of disaster. Not so, says Thredgold.

Opportunities abound as much as ever before. Jobs will be plentiful and compensation packages will be increasingly generous. Today's opportunities for our young people are no less exciting than they were a generation ago. In addition, America's leadership role in the world will continue. Such leadership will prevail despite challenges from China, India, Japan, and a more cohesive Europe.

Offering a balanced and optimistic view of the global economy and America's role within it, **ECONAMERICA** discusses many critical areas within the U.S. economy, including government and taxation, the entitlement issue, the Federal Reserve (the Fed), education, immigration, "bridging" to retirement, the stock market, currencies, global competitors, and the power of incentives in the economy.

Most importantly, **ECONAMERICA** explains in detail the four Silver Bullets that will drive the American economy for years to come:

- **Silver Bullet #1:** American workers will prosper in coming years as a result of extremely tight labor markets. Benefit and retirement programs will be enhanced as successful companies in all industries and of all sizes will strive over the next twenty years to minimize costly employee turnover and reward key employees.
- **Silver Bullet #2:** Bipartisan political cooperation will soon address the future entitlement funding and benefit imbalance. The nation will reach a point in coming years (known as *NAP* time...No Alternative Politics) when politicians are simply forced by continual media attention and the pressure of financial markets to set aside political rancor and work together to resolve these issues. We have been at this point before and responded. We will do so again. There is simply no alternative.
- **Silver Bullet #3:** High levels of confidence exist in the Fed's ability to restrain inflation, ensuring low long-term interest rates. In addition, the bond market will not tolerate any irresponsible monetary policy by the Fed. As a result, homebuyers and others who seek funding will benefit.
- **Silver Bullet # 4:** The stock market should do well in coming years as aggressive Baby Boomers move to save more for retirement. At the same time, those who follow the Boomers will increasingly see the wisdom in saving aggressively for their own later-life situations, understanding that *they* are responsible for their financial futures—not government and not employers. Tens of billions of dollars will therefore fund the stock market annually for years to come.

ECONAMERICA offers an optimistic roadmap of our economic future and how to respond positively to the upcoming challenges we will face in the years ahead. Readers seeking a refreshing change from economic doomsayers will find **ECONAMERICA** an informative, clearly written tribute to the vitality of the U.S. economy and the American way of life.

Author Bio

Jeff Thredgold is president of Thredgold Economic Associates (TEA), a professional speaking and economic consulting firm. He presently serves as economic consultant to \$50 billion Zions Bancorporation. He formerly spent 23 years with \$93 billion KeyCorp, where he served as Senior VP & Chief Economist. He has made dozens of appearances on CNBC and CNN and is a member of the *Blue Chip Financial Forecasts* panel. He has been writing a weekly economic & financial newsletter, now entitled the *Tea Leaf*, for 32 years. He is the only economist in the world to have ever earned the CSP (Certified Speaking Professional) designation, the highest earned designation in professional speaking.

EconAmerica
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The book's web site, www.econAmerica.com, is now online. Come browse through *econAmerica*'s contents and read one full chapter plus sections from two other chapters.

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“TEA”ser

A journey of a thousand miles begins with a two-hour flight delay.

—Scott Friedman, CSP

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