

Money Trail

Most of the people cannot perceive what is money trail, as it is difficult.

Let me tell my childhood fantasy here. We used to sign the various denomination notes, thinking one day same note will pass our own hands again in future, but once we spent the money it almost never touches our hands, probability of it is astronomically high. That is the reason we are a thrift society.

But money trail cannot be understood easily, if the relationship between the product and money is not clear to us. A very successful businessman in USA once said that half the money spent on advertisement is waste, but I don't know which half. I want to pick on him that it is clear half of the people or more never fell prey to these false advertisements displayed by the advertiser.

In USA facts of the story goes like this that the hamburger used to be a nibbling snack between meals like lunch and dinner and its size was very small say 2 oz. each. Now they are at least quarter of a pound minimum and still used to fill the gap between dinner lunch or breakfast and lunch. How they became big, because of suggestive advertisements. Persons who are poor and cannot collect their own data and analyze these with their own experiences and cannot think clearly they fall prey to these false advertisements. This is the root cause of poor people that instead of becoming selfish for their own good they start believing the lies of the commercial to attract consumers. Start using their products as necessary requirements and send money order in small amount each and everyday to make these so called rich people more richer. This is damaging to financial well being. If we can show uninformed people by charts about money trails this will be clear for them that their actions unknowingly are making the gap between rich and poor wider and wider. This I think is a breakthrough in paradigm shift in thinking process.

For them I think it is a breakthrough in Para-diem shift in thinking process and things can improve dramatically and easily. Therefore the gap between poor and rich will be lowered if not eliminated. We the poors are making rich people richer.

