

The Triple Package

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Synopsis

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It may be taboo to say, but some groups in America do better than others. Mormons have recently risen to astonishing business success. Cubans in Miami climbed from poverty to prosperity in a generation. Nigerians earn doctorates at stunningly high rates. Indian and Chinese Americans have much higher incomes than other Americans; Jews may have the highest of all. Why do some groups rise? Drawing on groundbreaking original research and startling statistics, *The Triple Package* uncovers the secret to their success. A superiority complex, insecurity, impulse control - these are the elements of the Triple Package, the rare and potent cultural constellation that drives disproportionate group success. The Triple Package is open to anyone. America itself was once a triple-package culture. It's been losing that edge for a long time now. Even as headlines proclaim the death of upward mobility in America, the truth is that the old-fashioned American Dream is very much alive - but some groups have a cultural edge, which enables them to take advantage of opportunity far more than others. Americans are taught that everyone is equal, that no group is superior to another. But remarkably, all of America's most successful groups believe (even if they don't say so aloud) that they're exceptional, chosen, superior in some way. Americans are taught that self-esteem - feeling good about yourself - is the key to a successful life. But in all of America's most successful groups, people tend to feel insecure, inadequate, that they have to prove themselves. America today spreads a message of immediate gratification, living for the moment. But all of America's most successful groups cultivate heightened discipline and impulse control.

Reader's comments

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