

Jack Lessinger

The Great Prosperity, 2020 - 2050
After the Death of the Consumer Economy

FOR IMMEDIATE RELEASE

NEWS

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**86 year old retired economist predicts more than recession in near future,
followed by a new prosperity peaking in 2020.**

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Professor Jack Lessinger, Emeritus Professor, University of Washington, has released his latest book, *The Great Prosperity, 2020 - 2050, After the Death of the Consumer Economy*, providing historical context for the current U.S. economic outlook and offering guidance for avoiding the possibility of depression between now and 2020.

Dr. Lessinger has long predicted the next frontier for America, now becoming more evident with the burgeoning Green Economy. In his 1986 book, *Regions of Opportunity*; Dr. Lessinger boldly forecasted the eventual meltdown of the suburban housing market, so apparent today. His new book suggests our current economic woes signal a critical moment in the decades-long transformation from the 20th century Consumer Economy to the 21st century society and economy Lessinger calls the Green Economy.

Dr. Lessinger contradicts essential premises in today's mainstream economics.

"Depressions are not obsolete. Unlike recessions, they are triggered by the uncertainty arising when both the society and economy are in the midst of transformation--at the peak of divisive polarization. Since its founding, the United States has experienced three transformations, each resulting in roughly 30 year periods of uncertainty. The five historical depressions in this country, all lasting longer than four years, have each occurred in the midst of these predictable transformations. No depression arose at any other time. Although it may not happen, the current transformation makes another depression probable at any time during 2008-2020."

About Dr. Lessinger

After serving in General Patton's 11th Armored Division during World War II, Jack Lessinger entered graduate studies in Land Economics at the UC, Berkeley. Early on, he rejected the central assumption of classical economic theory - unrelenting competition among perfectly rational individuals. While a doctoral candidate in the late 1950's, Lessinger observed, "Every era in history seemed to be dominated by a shared human vision, not always rational, which trumped competition and dictated economic action."

Dr. Lessinger's 1986 forecast of America's latest migration, away from suburbia to rural "penturbia", received much national press. Recently, columnist Rich Karlgaard concluded in his 2004 book *Life 2.0*, "Dr. Lessinger was merely 15 years ahead of his time."

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