

Article Link

<http://www.parade.com/news/2009/05/how-to-save-smarter.html>

How to Save Smarter

IPA Research Affiliate Jonathan Zinman is quoted in this Parade Magazine article about why Americans find it so difficult to save, drawing on behavioral theory.Â Zinman cites the propensity of people to discount the impact of compound interest on today's savings as a reason why they don't save as much as they want to.

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