

“ . . . the normal sane mind refuses, and by the very instinct of its sanity must refuse, to regard human deprivations in the midst of abundance as anything other than a grotesque reversal of all the commonsense and of the visible possibilities of life. . . . The production of wealth is conditioned by natural physical facts and physical laws to which all its technique must conform. We have to win our sustenance from Nature by human effort applied to natural resources . . . always within the limits and under the compulsions of the basic natural conditions themselves. . . . But distribution—and a finance and monetary system is simply the mechanism of distribution—is wholly artificial. That is to say, its organization is solely a matter of such convenient human arrangements and devices as we can contrive for facilitating the interchange amongst ourselves of the output of real wealth from the producing system; ways of passing it on effectively into human use. Our financial arrangements are wholly our own artifices and inventions . . . are absolutely what our own intelligence or stupidity may choose to make of them. . . . You may take it as an axiom in regard to distribution that no natural inhibitions affect it; that whatever can be produced can be distributed. If we can produce lavishly, we can consume and enjoy lavishly.”

Fred Henderson, *Money Power and Human Life*, pages 17-19

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### The Impetus to Market Research

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