

## Book Review

### *Happy Money: The Science of Smarter Spending*

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*Dunn, E., & Norton, M. (2013). Happy money: The science of smarter spending. Simon & Schuster.*

Elizabeth Dunn and Michael Norton's *Happy money: The science of smarter spending* challenges the conventional wisdom that accumulating wealth leads to greater happiness. Instead of focusing on increasing one's income, the book explores how to derive more satisfaction from the money one already has by spending it in ways that align with human psychology. Drawing from extensive social psychology and behavioral economics research, the authors present five key principles demonstrating how minor spending habit adjustments can significantly enhance happiness. These principles apply to individuals seeking greater fulfillment in their financial decisions and businesses and organizations looking to improve employee and customer satisfaction.

Elizabeth Dunn, a professor of psychology at the University of British Columbia, has been recognized as a "rising star" in academia for her research on happiness and money. Her co-author, Michael Norton, is a professor at Harvard Business School, known for his influential studies on consumer behavior and financial decision-making. Together, they explore how spending habits can be optimized to maximize happiness, supporting their arguments with compelling scientific evidence and real-world examples.

The book is structured around five core principles of spending that contribute to greater happiness. The first principle, Buy Experiences, argues that purchasing experiences like travel, concerts, or dining out provides more lasting happiness than buying material goods. Unlike physical possessions, experiences strengthen social connections and become cherished memories that enrich one's sense of self. Even unconventional or challenging experiences, like participating in a Tough Mudder race, can enhance long-term satisfaction because they create meaningful stories and foster camaraderie.

The second principle, Make It a Treat, highlights the psychological effect of scarcity and novelty on enjoyment. When people indulge in something too frequently, whether a luxury item or a favorite dessert, they take it for granted. The authors suggest that deliberately limiting access to pleasurable items or activities can rekindle appreciation. For example, research from the book indicates that individuals who consume chocolate less frequently enjoy it more than those with unlimited access. This principle is also evident in how businesses create anticipation by limiting availability, such as seasonal food offerings or exclusive product releases.

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The third principle, Buy Time, examines how people can use money to improve their daily lives by outsourcing undesirable tasks or freeing up time for activities they genuinely enjoy. Many individuals, even those with financial means, fail to allocate their resources in ways that maximize personal happiness. For instance, hiring household help, cutting down on long commutes, or prioritizing leisure activities can significantly enhance well-being. However, wealth does not automatically translate to time well spent; many high earners fall into the trap of overworking rather than using their resources to create a more balanced and fulfilling life.

The fourth principle, Pay Now, Consume Later, explores the counterintuitive idea that delaying consumption can increase enjoyment. Modern consumer culture encourages instant gratification, often at the expense of financial well-being. However, research from the book shows that paying for experiences in advance and anticipating them for a period of time can enhance happiness. For instance, planning and looking forward to a vacation often brings more joy than the trip itself. Additionally, paying upfront helps mitigate the "pain of paying" associated with debt, making purchases feel more rewarding and financially responsible.

The final principle, Invest in Others, reveals that spending money on others, whether through gifts, charitable donations, or acts of kindness, generates greater happiness than spending on oneself. This effect is evident across cultures and income levels. The authors discuss research showing that even small acts of generosity, such as buying a cup of coffee for a friend, can lead to a measurable boost in happiness. Companies that integrate prosocial spending into their business models, such as initiatives that allow customers to contribute to charitable causes, can also enhance consumer satisfaction and brand loyalty.

These principles have important implications for the field of financial therapy, as they highlight the emotional and psychological impact of spending choices. Financial therapists can use these insights to help clients reassess their financial priorities, shifting their focus from mere wealth accumulation to spending in ways that align with their values and well-being. The book also emphasizes the burden of debt and the benefits of paying it off, reinforcing the idea that financial decisions are deeply tied to emotional health. The chapter on investing in others can be particularly valuable in discussions on charitable giving and prosocial spending, offering a research-backed perspective on how generosity contributes to overall happiness.

Happy Money is an insightful read for anyone looking to make more thoughtful and fulfilling spending choices. It is particularly useful for individuals interested in behavioral finance, psychology, and consumer behavior, as well as professionals in financial advising, mental health, and corporate leadership. Business leaders can apply these principles to design work environments and compensation structures that promote greater employee satisfaction. At the same time, consumers can use them to make better decisions about allocating their resources. The book offers a fresh and research-based perspective on money, demonstrating that happiness is not solely a matter of how much one earns but how wisely one spends.