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<http://karlan.yale.edu/p/FT.PoorMore.pdf>

Helping the Poor Save More

The poor are just like everyone else: They do not save as much as they would like. Yet unlike their richer counterparts, poor people do not receive the cleverly marketed, carefully tested financial products that could help them reach their savings goals more easily. To enrich the bottom of the pyramid, bankers to the poor should make saving money easier by using the latest findings from economics and psychology.

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