

THE AMERICAN DREAM

Unlimited opportunity

individualism

- low taxes, philanthropy
- ruthless market mentality
- mistrust of central government

Cherish independence and self-reliance

mobility

God's chosen people heading for the Promised Land

- frontier spirit
- manifest destiny
- time to move on

reinvent yourself

Imagine your new future, address your flaws and never stop learning.

- religious revival
- new identity
- a fresh start

pursuit of happiness

- "from rags to riches"
- think big, get rich
- self-actualisation
- "make it"

The Declaration of Independence (1776): "Life, Liberty and the pursuit of Happiness"