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# Can you work yourself poor?

The IT-society is heading towards a completely new polarization into two classes: time-rich and time-poor. Time-rich people like youth, pensioners and unemployed have time but seldom money. Time-poor people who are typically in their working age often have money but no time.

In the new book *"Time-rich and time-poor"*, Helena Lindskog analyses the mechanisms behind and the consequences of this new polarization for society in general and for companies in particular. The book also discusses the possibility of shifting freely between time-poverty and time-richness.

## Background:

Throughout most of history, the time-rich were few and money-rich, whereas the majority was both time-poor and money-poor. Today for the first time, money-rich are time-poor and time-rich are money-poor. This presents new possibilities and threats to individuals, companies and society at large.

On the individual level, the association of time-poor with money-rich is on the way to become an established sign of success. Being time poor is becoming a coveted state that indicates prosperity and success, yielding higher status. However, both time-richness and time-poverty have their attractive attributes and should not be seen as absolute opposites.

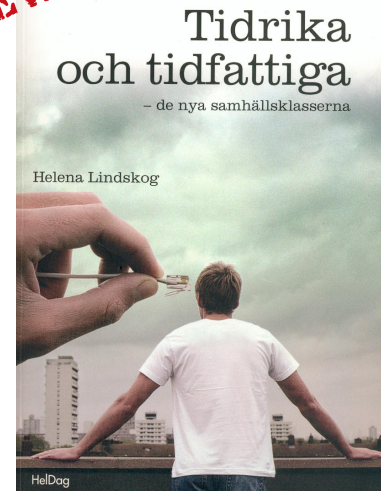
In the IT-society, access to people's time is crucial for how they form their lives and how they act when choosing, buying and using products in the market place. Therefore, time is also decisive in the development of products and services as well as the marketing of them. The polarization towards time-rich and time-poor makes it natural for companies to use this approach to better understand customer needs and behavior. The time parameter should be the decisive one for customer market segmentation to be complemented by other parameters such as income, age and/or education.

## About the author:

Helena Lindskog has a Master of Engineering, a Bachelor of Arts and lectures on e-commerce at the University of Linköping. She is a woman in a male dominated world of technology with experience from both the public and private sectors. Helena Lindskog can be contacted for questions and/or interviews on +46 70 373 2401 or e-mail: [helena@heldag.com](mailto:helena@heldag.com).



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Pictures of the author and the book cover can be downloaded from [www.heldag.com](http://www.heldag.com)