

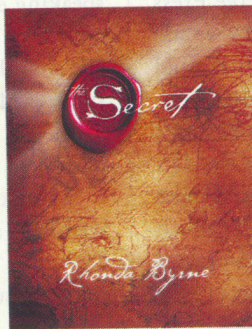
Where are abundance books headed in the post-*Secret* era?

# Live Long and Prosper

BY LAUREN F. WINNER

“Suggest prosperity to yourself. See yourself in a prosperous condition. Affirm that you will before long be in a prosperous condition. Affirm it calmly and quietly, but strongly and confidently.... Expect it—keep it continually watered with expectation. You thus make yourself a magnet to attract the things that you desire.”

That paragraph is not an excerpt from Rhonda Byrne's blockbuster *The Secret*. It's a snippet from Ralph Waldo Trine's *In Tune with the Infinite: Or, Fullness of*



*Peace, Power, and Plenty*, which was published in 1897.

Books yoking spiritual concerns to the pursuit of prosperity are nothing new. As Joel Fotinos, v-p and publisher of Penguin/Tarcher, notes, “People are perennially interested in

how they can be both spiritual and prosperous.” But every few years a book comes along that recalibrates things for publishers interested in spirituality and prosperity. (Remember *The Prayer of Jabez*?) Today's book, undeniably, is *The Secret*. What can we expect from

the spiritual prosperity genre in the post-*Secret* era?