

## Economic Fables

The failure of economists to anticipate the global financial crisis and mitigate the impact of the ensuing recession has spurred a public outcry. Economists are under fire, but questions concerning exactly how to redeem the discipline remain unanswered. In this provocative book, renowned economist Meghnad Desai investigates the evolution of economics and maps its trajectory against the occurrence of major political events to provide a definitive answer. Desai underscores the contribution of hubris to economists' calamitous lack of foresight, and he makes a persuasive case for the profession to re-engage with the history of economic thought. He dismisses the notion that one over-arching paradigm can resolve all economic eventualities while urging that an array of already-available theories and approaches be considered anew for the insights they may provide toward preventing future economic catastrophes. With an accessible style and keen common sense, Desai offers a fresh perspective on some of the most important economic issues of our time.

A place of spectacle and ruin, Mumbai exemplifies the cosmopolitan metropolis. It is not just a big city but also a soaring vision of modern urban life. Millions from India and beyond, of different ethnicities, languages, and religions, have washed up on its shores, bringing with them their desires and ambitions. *Mumbai Fables* explores the mythic inner life of this legendary city as seen by its inhabitants, journalists, planners, writers, artists, filmmakers, and political activists. In this remarkable cultural history of one of the world's most important urban centers, Gyan Prakash unearths the stories behind its fabulous history, viewing Mumbai through its turning points and kaleidoscopic ideas, comic book heroes, and famous scandals--the history behind Mumbai's stories of opportunity and oppression, of fabulous wealth and grinding poverty, of cosmopolitan desires and nativist energies. Starting from the catastrophic floods and terrorist attacks of recent years, Prakash reaches back to the sixteenth-century Portuguese conquest to reveal the stories behind Mumbai's historic journey. Examining Mumbai's role as a symbol of opportunity and reinvention, he looks at its nineteenth-century development under British rule and its twentieth-century emergence as a fabled city on the sea. Different layers of urban experience come to light as he recounts the narratives of the Nanavati murder trial and the rise and fall of the tabloid *Blitz*, and Mumbai's transformation from the red city of trade unions and communists into the saffron city of Hindu nationalist Shiv Sena. Starry-eyed planners and elite visionaries, cynical leaders and violent politicians of the street, land sharks and underworld dons jostle with ordinary citizens and poor immigrants as the city copes with the dashed dreams of postcolonial urban life and lurches into the seductions of globalization. Shedding light on the city's past and present, *Mumbai Fables* offers an unparalleled look at this extraordinary metropolis.

A lively, inviting account of the history of economics, told through events from

ancient to modern times and the ideas of great thinkers in the field What causes poverty? Are economic crises inevitable under capitalism? Is government intervention in an economy a helpful approach or a disastrous idea? The answers to such basic economic questions matter to everyone, yet the unfamiliar jargon and math of economics can seem daunting. This clear, accessible, and even humorous book is ideal for young readers new to economics and for all readers who seek a better understanding of the full sweep of economic history and ideas. Economic historian Niall Kishtainy organizes short, chronological chapters that center on big ideas and events. He recounts the contributions of key thinkers including Adam Smith, David Ricardo, Karl Marx, John Maynard Keynes, and others, while examining topics ranging from the invention of money and the rise of agrarianism to the Great Depression, entrepreneurship, environmental destruction, inequality, and behavioral economics. The result is a uniquely enjoyable volume that succeeds in illuminating the economic ideas and forces that shape our world.

"I had the good fortune to grow up in a wonderful area of Jerusalem, surrounded by a diverse range of people: Rabbi Meizel, the communist Sala Marcel, my widowed Aunt Hannah, and the intellectual Yaacovson. As far as I'm concerned, the opinion of such people is just as authoritative for making social and economic decisions as the opinion of an expert using a model." Part memoir, part crash-course in economic theory, this deeply engaging book by one of the world's foremost economists looks at economic ideas through a personal lens. Together with an introduction to some of the central concepts in modern economic thought, Ariel Rubinstein offers some powerful and entertaining reflections on his childhood, family and career. In doing so, he challenges many of the central tenets of game theory, and sheds light on the role economics can play in society at large. Economic Fables is as thought-provoking for seasoned economists as it is enlightening for newcomers to the field.

A groundbreaking investigation of how and why, from the 18th century to the present day, American resistance to our ruling elites has vanished. From the American Revolution through the Civil Rights movement, Americans have long mobilized against political, social, and economic privilege. Hierarchies based on inheritance, wealth, and political preferment were treated as obnoxious and a threat to democracy. Mass movements envisioned a new world supplanting dog-eat-dog capitalism. But over the last half-century that political will and cultural imagination have vanished. Why? **THE AGE OF ACQUIESCENCE** seeks to solve that mystery. Steve Fraser's account of national transformation brilliantly examines the rise of American capitalism, the visionary attempts to protect the democratic commonwealth, and the great surrender to today's delusional fables of freedom and the politics of fear. Effervescent and razorsharp, **THE AGE OF ACQUIESCENCE** will be one of the most provocative and talked-about books of the year.

The notion of bounded rationality was initiated in the 1950s by Herbert Simon;

only recently has it influenced mainstream economics. In this book, Ariel Rubinstein defines models of bounded rationality as those in which elements of the process of choice are explicitly embedded. The book focuses on the challenges of modeling bounded rationality, rather than on substantial economic implications. In the first part of the book, the author considers the modeling of choice. After discussing some psychological findings, he proceeds to the modeling of procedural rationality, knowledge, memory, the choice of what to know, and group decisions. In the second part, he discusses the fundamental difficulties of modeling bounded rationality in games. He begins with the modeling of a game with procedural rational players and then surveys repeated games with complexity considerations. He ends with a discussion of computability constraints in games. The final chapter includes a critique by Herbert Simon of the author's methodology and the author's response. The Zeuthen Lecture Book series is sponsored by the Institute of Economics at the University of Copenhagen. Just as economists struggle today to justify the free market after the global economic crisis, an earlier generation revisited their worldview after the Great Depression. In this intellectual history of that project, Burgin traces the evolution of postwar economic thought in order to reconsider the most basic assumptions of a market-centered world.

Do we see the real personality of people or is there more lurking behind the surface? Sometimes the ones we trust the most might be playing a role contrary to their character. In his timeless fables, Aesop whispers from the past knowledge which we think we know, but very often forget. Aesop's fables feature animals, legendary creatures, plants, inanimate objects, or forces of nature that speak, solve problems, and generally have human characteristics. All the stories story lead to a particular moral lesson. Aesop (620–564 BCE) was a storyteller that was believed to have lived in Ancient Greece. He is celebrated for a number of fables now collectively known as Aesop's Fables. In the few scattered sources about his life, Aesop was described as a slave who by his cleverness acquires freedom and becomes an adviser to kings and city-states. Although Aesop's existence remains unclear, numerous tales credited to him were gathered across the centuries and in many languages in a storytelling tradition that continues to this day.

A collection of fourteen of Lionni's previously published books, presented in the same format.

A Course in Game Theory presents the main ideas of game theory at a level suitable for graduate students and advanced undergraduates, emphasizing the theory's foundations and interpretations of its basic concepts. The authors provide precise definitions and full proofs of results, sacrificing generalities and limiting the scope of the material in order to do so. The text is organized in four parts: strategic games, extensive games with perfect information, extensive games with imperfect information, and coalitional games. It includes over 100 exercises.

The economics profession has become a favourite punching bag in the aftermath of the global financial crisis. Economists are widely reviled and their influence derided by the general public. Yet their services have never been in greater demand. To unravel the paradox, we need to understand both the strengths and weaknesses of economics.

This book offers both a defence and critique of economics. Economists' way of thinking about social phenomena has great advantages. But the flexible, contextual nature of economics is also its Achilles' heel in the hands of clumsy practitioners.

The Economics of John Maynard Keynes: The Theory of Monetary Economy by Dudley Dillard seeks to make The General Theory of Employment, Interest and Money by John Maynard Keynes understandable to both the economist and to the non-economist. First published in 1948 and since translated into over 10 languages, Dr. Dillard's book has been widely regarded as the seminal scholarship on the monetary aspects of Keynesian economics. In addition to explaining the economic theories of Keynes, Dillard also includes a chapter on Keynes's philosophical development and the "social philosophy toward which it leads." Throughout the book, Dillard provides summaries and examines Keynes' concepts on employment, income, saving, marginal propensity to consume, the investment multiplier, fiscal policy, post-war inflation, interest, and wages.

What unites Google and Facebook, Apple and Microsoft, Siemens and GE, Uber and Airbnb? Across a wide range of sectors, these firms are transforming themselves into platforms: businesses that provide the hardware and software foundation for others to operate on. This transformation signals a major shift in how capitalist firms operate and how they interact with the rest of the economy: the emergence of platform capitalism. This book critically examines these new business forms, tracing their genesis from the long downturn of the 1970s to the boom and bust of the 1990s and the aftershocks of the 2008 crisis. It shows how the fundamental foundations of the economy are rapidly being carved up among a small number of monopolistic platforms, and how the platform introduces new tendencies within capitalism that pose significant challenges to any vision of a post-capitalist future. This book will be essential reading for anyone who wants to understand how the most powerful tech companies of our time are transforming the global economy."

This book presents Ariel Rubinstein's lecture notes for the first part of his well-known graduate course in microeconomics. Developed during the fifteen years that Rubinstein taught the course at Tel Aviv University, Princeton University, and New York University, these notes provide a critical assessment of models of rational economic agents, and are an invaluable supplement to any primary textbook in microeconomic theory. In this fully revised and expanded second edition, Rubinstein retains the striking originality and deep simplicity that characterize his famously engaging style of teaching. He presents these lecture notes with a precision that gets to the core of the material, and he places special emphasis on the interpretation of key concepts. Rubinstein brings this concise book thoroughly up to date, covering topics like modern choice theory and including dozens of original new problems. Written by one of the world's most respected and provocative economic theorists, this second edition of Lecture Notes in Microeconomic Theory is essential reading for students, teachers, and research economists. Fully revised, expanded, and updated Retains the engaging style and method of Rubinstein's well-known lectures Covers topics like modern choice theory Features numerous original new problems--including 21 new review problems Solutions manual (available only to teachers) can be found at: <http://gametheory.tau.ac.il/microTheory/>.

Monetary policy has increasingly become the focus of economists and investors. This report describes the factors driving interest rates across the economic cycle. Written by

an experienced fixed income analyst, it explains in straightforward terms the theory that lies behind central bank thinking. Although monetary theory appears complex and highly mathematical, the text explains how decisions still end up being based upon qualitative views about the state of the economy. The text makes heavy use of charts of historical data to illustrate economic concepts and modern monetary history. The report is informal, but contains references and suggestions for further reading. This is the second report published by BondEconomics.

“A hugely valuable contribution. . . . In setting out a defence of the best in economics, Rodrik has also provided a goal for the discipline as a whole.” —Martin Sandbu, Financial Times

In the wake of the financial crisis and the Great Recession, economics seems anything but a science. In this sharp, masterfully argued book, Dani Rodrik, a leading critic from within, takes a close look at economics to examine when it falls short and when it works, to give a surprisingly upbeat account of the discipline. Drawing on the history of the field and his deep experience as a practitioner, Rodrik argues that economics can be a powerful tool that improves the world—but only when economists abandon universal theories and focus on getting the context right. *Economics Rules* argues that the discipline's much-derided mathematical models are its true strength. Models are the tools that make economics a science. Too often, however, economists mistake a model for the model that applies everywhere and at all times. In six chapters that trace his discipline from Adam Smith to present-day work on globalization, Rodrik shows how diverse situations call for different models. Each model tells a partial story about how the world works. These stories offer wide-ranging, and sometimes contradictory, lessons—just as children's fables offer diverse morals. Whether the question concerns the rise of global inequality, the consequences of free trade, or the value of deficit spending, Rodrik explains how using the right models can deliver valuable new insights about social reality and public policy. Beyond the science, economics requires the craft to apply suitable models to the context. The 2008 collapse of Lehman Brothers challenged many economists' deepest assumptions about free markets. Rodrik reveals that economists' model toolkit is much richer than these free-market models. With pragmatic model selection, economists can develop successful antipoverty programs in Mexico, growth strategies in Africa, and intelligent remedies for domestic inequality. At once a forceful critique and defense of the discipline, *Economics Rules* charts a path toward a more humble but more effective science.

Since 1946, Henry Hazlitt's bestselling *Economics in One Lesson* has popularized the belief that economics can be boiled down to one simple lesson: market prices represent the true cost of everything. But one-lesson economics tells only half the story. It can explain why markets often work so well, but it can't explain why they often fail so badly--or what we should do when they stumble. As Nobel Prize-winning economist Paul Samuelson quipped, "When someone preaches 'Economics in one lesson,' I advise: Go back for the second lesson." In *Economics in Two Lessons*, John Quiggin teaches both lessons, offering a masterful introduction to the key ideas behind the successes--and failures--of free markets. *Economics in Two Lessons* explains why market prices often fail to reflect the full cost of our choices to society as a whole. For example, every time we drive a car, fly in a plane, or flick a light switch, we contribute to global warming. But, in the absence of a price on carbon emissions, the costs of our actions are borne by everyone else. In such cases, government action is needed to

achieve better outcomes. Two-lesson economics means giving up the dogmatism of laissez-faire as well as the reflexive assumption that any economic problem can be solved by government action, since the right answer often involves a mixture of market forces and government policy. But the payoff is huge: understanding how markets actually work--and what to do when they don't. Brilliantly accessible, *Economics in Two Lessons* unlocks the essential issues at the heart of any economic question.

When the 10 largest corporations have more combined economic power than 92% of all countries on Earth combined, the 50 largest financial corporations control wealth equal to 90% of Earth's GDP, the richest 1% of humans have more wealth than 99% of the world combined, and the eight richest humans have more wealth than the bottom 50% of Earth's entire population combined . . . it's safe to say humanity is in trouble. This is the only book you ever need to read to understand exactly what is wrong with our global economy today and how to fix it. Written by International Political Economy expert and former U.S. Government Intelligence operative, Ferris Eanfar. All proceeds go to the nonprofit, nonpartisan AngelPay Foundation.

The Mises Institute is thrilled to bring back this popular guide to ridiculous economic policy from the ancient world to modern times. This outstanding history illustrates the utter futility of fighting the market process through legislation. It always uses despotic measures to yield socially catastrophic results. It covers the ancient world, the Roman Republic and Empire, Medieval Europe, the first centuries of the U.S. and Canada, the French Revolution, the 19th century, World Wars I and II, the Nazis, the Soviets, postwar rent control, and the 1970s. It also includes a very helpful conclusion spelling out the theory of wage and price controls. This book is a treasure, and super entertaining!

For thousands of years, Chinese storytellers have delighted listeners with stories about the value of virtues like honesty, respect, courage and self-reliance. *Chinese Folktales* collects nineteen of these fantastic tales, some of them dating back to the third century BCE, and retells them in contemporary English for a modern audience. This updated edition—previously titled *Chinese Fables*—offers the same great stories in a smaller, easier to handle format at a lower price. Each of these stories offers a nugget of ancient folk wisdom and glimpses of traditional Chinese culture and lore. All of the tales express the foibles and wisdom of human experience with great humor and affection. Although the lessons are universal, the wit and flavor are uniquely Chinese. Beautifully illustrated by a master Chinese artist using a patchwork of ancient tones and textures, with a deft touch of humor, this book will give great joy to children and adults alike.

Chinese children's stories include: *The Practical Bride Stealing the Bell* *Kwan Yin, the Goddess of Mercy* *Cooking the Duck* *Scaring the Tigers* *The Dragon Slayer* *The* previously published edition, *Chinese Fables*, won: \*The Aesop Prize for Children's and Young Adult Literature\* \*The Gelett Burgess Children's Book Award for Fables, Folklore & Fairytales\* \*The Creative Child Magazine Book of the Year Award\*

Dr. Gunter Pauli is challenging the green movement he has been so much a part of to do better, to do more. He is the entrepreneur who launched Ecover; those products are probably in many of your homes. He built the largest ecologically-sound factory in the world. His participation in the Club of Rome and the founding of Zero Emissions Research Institute (ZERI) has made an immense contribution to sustainability both in terms of research, public awareness and articulating a visionary direction. He has

dedicated himself to teaching and the hands-on implementation of projects that have brought healthy environments, good nutrition, health care and jobs in sustainable commerce to a myriad of places in the world.

Economic Fables Open Book Publishers

Maps capture data expressing the economic complexity of countries from Albania to Zimbabwe, offering current economic measures and as well as a guide to achieving prosperity Why do some countries grow and others do not? The authors of The Atlas of Economic Complexity offer readers an explanation based on "Economic Complexity," a measure of a society's productive knowledge. Prosperous societies are those that have the knowledge to make a larger variety of more complex products. The Atlas of Economic Complexity attempts to measure the amount of productive knowledge countries hold and how they can move to accumulate more of it by making more complex products. Through the graphical representation of the "Product Space," the authors are able to identify each country's "adjacent possible," or potential new products, making it easier to find paths to economic diversification and growth. In addition, they argue that a country's economic complexity and its position in the product space are better predictors of economic growth than many other well-known development indicators, including measures of competitiveness, governance, finance, and schooling. Using innovative visualizations, the book locates each country in the product space, provides complexity and growth potential rankings for 128 countries, and offers individual country pages with detailed information about a country's current capabilities and its diversification options. The maps and visualizations included in the Atlas can be used to find more viable paths to greater productive knowledge and prosperity.

Famous Fables of Economics critiques some of our most cherished stories of market failure.

A comprehensive analysis of European craft guilds through eight centuries of economic history Guilds ruled many crafts and trades from the Middle Ages to the Industrial Revolution, and have always attracted debate and controversy. They were sometimes viewed as efficient institutions that guaranteed quality and skills. But they also excluded competitors, manipulated markets, and blocked innovations. Did the advantages of guilds outweigh their costs? Analyzing thousands of guilds from 1000 to 1880, The European Guilds answers that question with vivid examples and clear economic reasoning. Sheilagh Ogilvie features the voices of honourable guild masters, underpaid journeymen, exploited apprentices, shady officials, and outraged customers, and follows the stories of the "vile encroachers"—women, migrants, Jews, gypsies, bastards, and others—desperate to work but hunted down by the guilds as illicit competitors. The European Guilds analyzes the toxic complicity between guild members and political elites, and shows how privileged institutions and exclusive networks prey on prosperity and stifle growth.

Chicagonomics explores the history and development of classical liberalism as taught and explored at the University of Chicago. Ebenstein's tenth book in the history of economic and political thought, it deals specifically in the area of classical liberalism, examining the ideas of Friedrich Hayek and Milton Friedman, and is the first comprehensive history of economics at the University of Chicago from the founding of the University in 1892 until the present. The reader will learn why Chicago had such

influence, to what extent different schools of thought in economics existed at Chicago, the Chicago tradition, vision, and what Chicago economic perspectives have to say about current economic and social circumstances. Ebenstein enlightens the personal and intellectual relationships among leading figures in economics at the University of Chicago, including Jacob Viner, Frank Knight, Henry Simons, Milton Friedman, George Stigler, Aaron Director, and Friedrich Hayek. He recasts classical liberal thought from Adam Smith to the present.

"Monsters of the Market" investigates modern capitalism through the prism of the body panics it arouses. Examining "Frankenstein," Marx's "Capital" and zombie fables from sub-Saharan Africa, it offers a novel account of the cultural and corporeal economy of global capitalism.

An analysis of how nineteenth-century women regional writers represent political economic thought Readers of late nineteenth-century female American authors are familiar with plots, characters, and households that make a virtue of economizing. Scholars often interpret these scenarios in terms of a mythos of parsimony, frequently accompanied by a sort of elegiac republicanism whereby self-sufficiency and autonomy are put to the service of the greater good--a counterworld to the actual economic conditions of the period. In *Kitchen Economics: Women's Regionalist Fiction and Political Economy*, Thomas Strychacz takes a new approach to the question of how female regionalist fictions represent "the economic" by situating them within traditions of classical political economic thought. Offering case studies of key works by Sarah Orne Jewett, Mary Wilkins Freeman, Harriet Beecher Stowe, Rose Terry Cooke, and Alice Dunbar-Nelson, this study focuses on three complex cultural fables--the island commonwealth, stadialism (or stage theory), and feeding the body politic--which found formal expression in political economic thought, made their way into endless public debates about the economic turmoil of the late nineteenth century, and informed female authors. These works represent counterparts, not counterworlds, to modernity; and their characteristic stance is captured in the complex trope of *feminaeconomica*. This approach ultimately leads us to reconsider what we mean by the term "economic," for the emphasis of contemporary neoclassical economics on economic agents given over to infinite wants and complete self-interest has caused the "sufficiency" and "common good" models of female regionalist authors to be misinterpreted and misvalued. These fictions are nowhere more pertinent to modernity than in their alliance with today's important alternative economic discourses.

Maybe it's the king who spills honey, and then says it is not his problem until it causes a war. Or maybe it's some sandpipers and whales who get into a foolish fight that almost destroys their homes. Perhaps it's the man who thinks that a gun makes him strong, or the monkeys who follow their leader into water that's too deep.

*Models in Microeconomic Theory* covers basic models in current microeconomic theory. Part I (Chapters 1-7) presents models of an economic agent, discussing abstract models of preferences, choice, and decision making under uncertainty, before turning to models of the consumer, the producer, and monopoly. Part II (Chapters 8-14) introduces the concept of equilibrium, beginning, unconventionally, with the models of the jungle and an economy with indivisible

goods, and continuing with models of an exchange economy, equilibrium with rational expectations, and an economy with asymmetric information. Part III (Chapters 15-16) provides an introduction to game theory, covering strategic and extensive games and the concepts of Nash equilibrium and subgame perfect equilibrium. Part IV (Chapters 17-20) gives a taste of the topics of mechanism design, matching, the axiomatic analysis of economic systems, and social choice. The book focuses on the concepts of model and equilibrium. It states models and results precisely, and provides proofs for all results. It uses only elementary mathematics (with almost no calculus), although many of the proofs involve sustained logical arguments. It includes about 150 exercises. With its formal but accessible style, this textbook is designed for undergraduate students of microeconomics at intermediate and advanced levels.

A collection of political tales—first published in British workers' magazines—selected and introduced by acclaimed critic and author Michael Rosen. In the late nineteenth and early twentieth centuries, unique tales inspired by traditional literary forms appeared frequently in socialist-leaning British periodicals, such as the *Clarion*, *Labour Leader*, and *Social Democrat*. Based on familiar genres—the fairy tale, fable, allegory, parable, and moral tale—and penned by a range of lesser-known and celebrated authors, including Schalom Asch, Charles Allen Clarke, Frederick James Gould, and William Morris, these stories were meant to entertain readers of all ages—and some challenged the conventional values promoted in children's literature for the middle class. In *Workers' Tales*, acclaimed critic and author Michael Rosen brings together more than forty of the best and most enduring examples of these stories in one beautiful volume. Throughout, the tales in this collection exemplify themes and ideas related to work and the class system, sometimes in wish-fulfilling ways. In "Tom Hickathrift," a little, poor person gets the better of a gigantic, wealthy one. In "The Man Without a Heart," a man learns about the value of basic labor after testing out more privileged lives. And in "The Political Economist and the Flowers," two contrasting gardeners highlight the cold heart of Darwinian competition. Rosen's informative introduction describes how such tales advocated for contemporary progressive causes and countered the dominant celebration of Britain's imperial values. The book includes archival illustrations, biographical notes about the writers, and details about the periodicals where the tales first appeared. Provocative and enlightening, *Workers' Tales* presents voices of resistance that are more relevant than ever before.

One of the world's leading investment researchers runs the numbers on some of today's most widely touted strategies, objectively answering the questions brokers cannot answer and presents exactly what works and what doesn't. For decades US politicians have been kicking the federal deficit and overspending can down the road. No politician can get elected by running on a platform that will honestly fix the US economy. At no time in history has it been more crucial than now for each of us to understand our government. In order to

do so, we must understand economics, politics, and the difference between the two. We are the richest country in history but yet we sit on the edge of financial disaster. How can we expect that to change if voters don't understand the very basics of economics? There has never been a source of information on economics that people can easily understand, UNTIL NOW. Author Marshall Payn, with a degree in Economics from M.I.T., believes that the current presentation of economics in our educational system is the biggest obstacle in understanding economics. He developed his unique approach while working in the field of vocational education, i.e. getting fundamental information from one mind to another. In clear and simple terms, this book separates truth from emotion, economics from politics, and offers undeniable proof of our country's destiny if each of us continues to elect politicians while lacking a clear understanding of basic economic principles. If you think you understand economics, think again. This book is an eye opener, not only with its content, but because these concepts are so simple. What is truly amazing is that the knowledge in this book is not common knowledge. You cannot call yourself a responsible citizen unless you read How to Understand Economics in 1 Hour prior to voting in the 2012 US election. It will change the way you see the government, politicians, and the future of our country.

Freakonomics meets Moneyball in this provocative exposé of baseball's most fiercely debated controversies and some of its oldest, most dearly held myths. Providing far more than a mere collection of numbers, economics professor and popular blogger J.C. Bradbury shines the light of his economic thinking on baseball, exposing the power of tradeoffs, competition, and incentives. Utilizing his own "sabernomic" approach, Bradbury dissects baseball topics such as: • Did steroids have nothing to do with the recent homerun records? Incredibly, Bradbury's research reveals steroids probably had little impact. • Which players are ridiculously overvalued? Bradbury lists all players by team with their revenue value to the team listed in dollars—including a dishonor role of those players with negative values—updated in paperback to include the 2007 season. • Does it help to lobby for balls and strikes? Statistics alone aren't enough anymore. This is a refreshing, lucid, and powerful read for fans, fantasy buffs, and players—as well as coaches at all levels—who want to know what is really happening on the field. Maximize Utility ("MU") is, on the surface, a review of contemporary monetary and macroeconomics ("M&M"). It is really a broader summary of the economy, markets, investing and government economic policy, and how these economywide forces affect the lives of everyday people and the economic success of households. MU highlights the limitations of M&M fiscal and monetary policies, active investment management and the myriad government programs designed to improve the economic well-being of people. MU reveals the tenuous nature of the models historically taught in M&M, that our current M&M canon is defunct and that we instituting ad hoc M&M policy with the hope that our future economic output will suffice for all the commitments we have made. Indeed,

M&M parables and models are insightful about national economies, especially their historical development. M&M does not, however, constitute a body of scientific ideas to perform successful proactive government M&M policy and to engender greater economic output by the macroeconomic manipulations of interest rates and aggregate demand. Economic policy advocates, whether conservative or liberal, break on prejudices. The prevailing intellectual economic prejudice in America today, perhaps more than in any other society, is Keynesianism. American society perceives spending as the source of greater economic output. The other major player in our economic lives - the investment community or "Wall Street" - has been inordinately successful in the period from about 1980 until the present, i.e. over the lifetimes of the people who currently run America. Portfolios of assets, including stocks, bonds and real estate, have yielded high rates of return. This era was a unique period of asset price increases motivated by a fortuitous combination of underlying economic and social conditions. Through Wall Street and our central bank we have valued every asset to its maximum. We bet our economic future on the continuation of rising asset valuations. Future returns will be much lower, however, and we will face constant government budget shortfalls and related insolvencies like those of many pensions. In America we admire our central bank for managing the macroeconomy and we admire Wall Street for providing high rates of return but both are illusions. Our M&M story is largely a generational story about a generation that borrowed against the future of its children. Maximize Utility reveals the rightness of microeconomics. People are competent to manage their lives. To the extent they cannot, it is largely the result of a plethora of government interventions into education, family formation, healthcare, retirement, housing and labor markets. Our government patronizes our people extremely. Microeconomic parables are singular. Substitution, choice, preferences, technology, profit, marginal product, optimality, etc. are great ideas to think about our economic lives and how to run a household and live a fulfilling life. People need no nudges or supervisions of their choices. MU is three thrusts. It is a review of current economic conditions, a short text on M&M concepts and a section on methods in social and business science. MU is designed to be a reference book to accompany a textbook in course like economics, macroeconomics, monetary economics and various finance and international economics courses. MU is updated through 2016.

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