

The Economist

In this "lively and entertaining" history of ideas (Liaquat Ahamed, *The New Yorker*), *New York Times* editorial writer Binyamin Appelbaum tells the story of the people who sparked four decades of economic revolution. Before the 1960s, American politicians had never paid much attention to economists. But as the post-World War II boom began to sputter, economists gained influence and power. In *The Economists' Hour*, Binyamin Appelbaum traces the rise of the economists, first in the United States and then around the globe, as their ideas reshaped the modern world, curbing government, unleashing corporations and hastening globalization. Some leading figures are relatively well-known, such as Milton Friedman, the elfin libertarian who had a greater influence on American life than any other economist of his generation, and Arthur Laffer, who sketched a curve on a cocktail napkin that helped to make tax cuts a staple of conservative economic policy. Others stayed out of the limelight, but left a lasting impact on modern life: Walter Oi, a blind economist who dictated to his wife and assistants some of the calculations that persuaded President Nixon to end military conscription; Alfred Kahn, who deregulated air travel and rejoiced in the crowded cabins on commercial flights as the proof of his success; and Thomas Schelling,

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who put a dollar value on human life. Their fundamental belief? That government should stop trying to manage the economy. Their guiding principle? That markets would deliver steady growth, and ensure that all Americans shared in the benefits. But the Economists' Hour failed to deliver on its promise of broad prosperity. And the single-minded embrace of markets has come at the expense of economic equality, the health of liberal democracy, and future generations. Timely, engaging and expertly researched, *The Economists' Hour* is a reckoning -- and a call for people to rewrite the rules of the market. A Wall Street Journal Business Bestseller Winner of the Porchlight Business Book Award in Narrative & Biography

A bold and sensible new behavioral approach to dieting—driven by economic principles— that recommends micro-habits and meta-rules to help control impulses to overeat, approach food in a healthier way, and lose weight once and for all. Christopher Payne and Rob Barnett are two formerly obese economists who met while working at Bloomberg. They faced the same problems that so many others face today: long hours, frequently eating out for lunch and dinner, and snacking out of boredom. When they finally lost weight by applying what they know best—economics—to their waistslines. By carefully considering economic theories, real-world data, and their own personal experiences, they developed

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behavioral best practices that helped them control their impulses to overeat and approach food in a healthier way. Full of Barnett and Payne's personal weight-loss stories, *The Economists' Diet* is a practical guide that explains how to control those ever-present impulses to overeat and, in the process, lose weight and keep it off. It is “[a] uniquely themed and user-friendly guide” (Publisher's Weekly), and “full of advice [that] makes a lot of sense and is habit-forming (Charles Duhigg, bestselling author of *The Power of Habit*).

The revised and updated 7th edition of this highly regarded book brings the reader right up to speed with the latest financial market developments, and provides a clear and incisive guide to a complex world that even those who work in it often find hard to understand. In chapters on the markets that deal with money, foreign exchange, equities, bonds, commodities, financial futures, options and other derivatives, the book examines why these markets exist, how they work, and who trades in them, and gives a run-down of the factors that affect prices and rates. Business history is littered with disasters that occurred because people involved their firms with financial instruments they didn't properly understand. If they had had this book they might have avoided their mistakes. For anyone wishing to understand financial markets, there is no better guide. A Financial Times Book of the Month pick for April! Is it worth swimming in shark-

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infested waters to surf a 50-foot, career-record wave? Is it riskier to make an action movie or a horror movie? Should sex workers forfeit 50 percent of their income for added security or take a chance and keep the extra money? Most people wouldn't expect an economist to have an answer to these questions--or to other questions of daily life, such as who to date or how early to leave for the airport. But those people haven't met Allison Schrager, an economist and award-winning journalist who has spent her career examining how people manage risk in their lives and careers. Whether we realize it or not, we all take risks large and small every day. Even the most cautious among us cannot opt out--the question is always which risks to take, not whether to take them at all. What most of us don't know is how to measure those risks and maximize the chances of getting what we want out of life. In *An Economist Walks into a Brothel*, Schrager equips readers with five principles for dealing with risk, principles used by some of the world's most interesting risk takers. For instance, she interviews a professional poker player about how to stay rational when the stakes are high, a paparazzo in Manhattan about how to spot different kinds of risk, horse breeders in Kentucky about how to diversify risk and minimize losses, and a war general who led troops in Iraq about how to prepare for what we don't see coming. When you start to look at risky decisions through Schrager's new framework, you can

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increase the upside to any situation and better mitigate the downside. In today's volatile, complex and fast-moving business world, it can be difficult to gauge how sound a company really is. An apparently strong balance sheet and impressive reported profits may be hiding all sorts of problems that could even spell bankruptcy. So how do you: Know whether a company is well run and doing well? Decide which ratios and benchmarks to use to assess performance? Work out if a company has massaged its results? Recognise the danger signs on the corporate horizon? Compare companies operating in different sectors or countries? These and many other important questions are answered in a completely updated and revised sixth edition of this clear and comprehensive guide. It is aimed at anyone who wants to understand a company's annual report, judge a customer's creditworthiness, assess a company's investment potential, and much more.

Investigative journalism holds democracies and individuals accountable to the public. But important stories are going untold as news outlets shy away from the expense of watchdog reporting. Computational journalism, using digital records and data-mining algorithms, promises to lower the cost and increase demand among readers, James Hamilton shows.

Economics is all around us, essential to every aspect of our lives. But just how

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much does the average person understand about what Economics is for, how it underpins crucial decisions taken every day and how it has, and continues to, evolve? Step forward The Economist's official guide to Economics, written with the clarity and wit for which the newspaper is renowned and featuring bite-sized overviews of the most important economic ideas, concepts and terms. If you need to understand why a country's balance of payments is such a big deal , whether deflation is always a bad thing, or exactly why John Maynard Keynes or Milton Friedman were so influential, then dipping into this A-Z Guide will provide the answers. Primer, glossary, dictionary and guide, Economics offers everything you always wanted to know about Economics, but perhaps were afraid to ask. The world can be an amazing place if you know the right questions to ask: How did carrots become orange? What's stopping us from having a four-day week? How can we remove all the broken bits of satellite from orbit? If everything is so terrible, why is the global suicide rate falling? The keen minds of the Economist love to look beyond everyday appearances to find out what really makes things tick. In this latest collection of The Economist Explains, they have gathered together the juiciest fruits of their never-ending quest for answers. For an uncommonly interesting read, take a peek at some Uncommon Knowledge - and pass it on! The world only gets more amazing when discoveries are shared.

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NATIONAL BESTSELLER What would actually make America great: more people. If the most challenging crisis in living memory has shown us anything, it's that America has lost the will and the means to lead. We can't compete with the huge population clusters of the global marketplace by keeping our population static or letting it diminish, or with our crumbling transit and unaffordable housing. The winner in the future world is going to have more—more ideas, more ambition, more utilization of resources, more people. Exactly how many Americans do we need to win? According to Matthew Yglesias, one billion. From one of our foremost policy writers, *One Billion Americans* is the provocative yet logical argument that if we aren't moving forward, we're losing. Vox founder Yglesias invites us to think bigger, while taking the problems of decline seriously. What really contributes to national prosperity should not be controversial: supporting parents and children, welcoming immigrants and their contributions, and exploring creative policies that support growth—like more housing, better transportation, improved education, revitalized welfare, and climate change mitigation. Drawing on examples and solutions from around the world, Yglesias shows not only that we can do this, but why we must. Making the case for massive population growth with analytic rigor and imagination, *One Billion Americans* issues a radical but undeniable challenge: Why not do it all, and stay on top forever?

Smart, savvy answers to universal questions, from the highly popular *The Economist Explains* and *Daily Chart* blogs—a treat for the knowing, the uninitiated, and the downright curious. *Seriously Curious: The Facts and Figures that Turn Our World Upside Down* brings together the very best explainers and charts, written and created by top journalists to help us understand such brain-bending conundrums as why Swedes overpay their taxes, why America

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still allows child marriage, and what the link is between avocados and crime. Subjects both topical and timeless, profound and peculiar, are explained with The Economist's trademark wit and verve. The Economist Explains and its online sister, the Daily Chart, are the two most popular blogs on The Economist's website. Together, these online giants provide answers to the kinds of questions, quirky and serious, that may be puzzling anyone interested in the world around them. Want to know why exorcisms are on the rise in France or how porn consumption changed during a false alarm missile strike warning in Hawaii? We have the answers They are sometimes surprising, often intriguing, and always enlightening.

The rapid rise in importance of the role of the chief financial officer—from back-office accountant to front-line executive—is unrivaled by that of any other corporate position. With access to every facet of the business, CFOs now wield a level of influence matched only by chief executives. This book explains how CFOs earned their privileged status, and what the future may hold for them. It describes their ever-expanding role, and how they are reshaping their departments to help them deal with that transformation. Insights from current and former CFOs provide a first-hand perspective on finance leaders' aspirations and doubts. It is a useful reference for finance chiefs seeking to learn from peers and benchmark their own performance; for those looking to build a career in the C-Suite; for managers seeking to improve their relationship with the finance department; for service providers—banks, accountancies and consulting firms—and anyone else who wants to get on the good side of the keeper of the corporate checkbook. The path-breaking history of modern liberalism told through the pages of one of its most zealous supporters In this landmark book, Alexander Zevin looks at the development of modern liberalism by examining the long history of the Economist newspaper, which, since

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1843, has been the most tireless—and internationally influential—champion of the liberal cause anywhere in the world. But what exactly is liberalism, and how has its message evolved? Liberalism at Large examines a political ideology on the move as it confronts the challenges that classical doctrine left unresolved: the rise of democracy, the expansion of empire, the ascendancy of high finance. Contact with such momentous forces was never going to leave the proponents of liberal values unchanged. Zevin holds a mirror to the politics—and personalities—of Economist editors past and present, from Victorian banker-essayists James Wilson and Walter Bagehot to latter-day eminences Bill Emmott and Zanny Minton Beddoes. Today, neither economic crisis at home nor permanent warfare abroad has dimmed the Economist's belief in unfettered markets, limited government, and a free hand for the West. Confidante to the powerful, emissary for the financial sector, portal onto international affairs, the bestselling newsweekly shapes the world its readers—as well as everyone else—inhabit. This is the first critical biography of one of the architects of a liberal world order now under increasing strain.

An influential economist challenges popular opinions about the superiority of locally grown and expensive foods, demonstrating how to eat responsibly without submitting to fashion-driven trends. By the author of the best-selling e-book, *The Great Stagnation*. 35,000 first printing. Have economists neglected trust? The economy is fundamentally a network of relationships built on mutual expectations. More than that, trust is the glue that holds civilization together. Every time we interact with another person—to make a purchase, work on a project, or share a living space—we rely on trust. Institutions and relationships function because people place confidence in them. Retailers seek to become trusted brands; employers put their trust in their

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employees; and democracy works only when we trust our government. Benjamin Ho reveals the surprising importance of trust to how we understand our day-to-day economic lives. Starting with the earliest societies and proceeding through the evolution of the modern economy, he explores its role across an astonishing range of institutions and practices. From contracts and banking to blockchain and the sharing economy to health care and climate change, Ho shows how trust shapes the workings of the world. He provides an accessible account of how economists have applied the mathematical tools of game theory and the experimental methods of behavioral economics to bring rigor to understanding trust. Bringing together insights from decades of research in an approachable format, *Why Trust Matters* shows how a concept that we rarely associate with the discipline of economics is central to the social systems that govern our lives.

From one of the leading policy experts of our time, an urgent rethinking of how we can better support each other to thrive Whether we realize it or not, all of us participate in the social contract every day through mutual obligations among our family, community, place of work, and fellow citizens. Caring for others, paying taxes, and benefiting from public services define the social contract that supports and binds us together as a society. Today, however, our social contract has been broken by changing gender roles, technology, new models of work, aging, and the perils of climate change. Minouche Shafik takes us through stages of life we all experience—raising children, getting educated, falling ill, working, growing old—and shows how a reordering of our societies is possible. Drawing on evidence and examples from around the world, she shows how every country can provide citizens with the basics to have a decent life and be able to contribute to society. But we owe each other more than this. A more generous

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and inclusive society would also share more risks collectively and ask everyone to contribute for as long as they can so that everyone can fulfill their potential. What We Owe Each Other identifies the key elements of a better social contract that recognizes our interdependencies, supports and invests more in each other, and expects more of individuals in return. Powerful, hopeful, and thought-provoking, What We Owe Each Other provides practical solutions to current challenges and demonstrates how we can build a better society—together.

For nearly thirty years, Pocket World in Figures has been the indispensable handbook on the state of the world. Where else would you find out, in a single volume, that Zambia is the most entrepreneurial country on earth, that Qatar uses the most energy per head of population and that the Virgin Islands has the fourth highest murder rate of any region in the world? The new edition includes data from over 180 countries, presented in a series of rankings and country profiles. Updated, revised and expanded each year to include new rankings and features, it also includes detailed statistical profiles of more than sixty-five of the world's major economies, the euro area and the world itself. The 2021 edition showcases the Economist's strength in data journalism with charts and graphs, and invites readers to test their knowledge with a fiendishly difficult quiz.

This book explains and assesses the ways in which micro, welfare and benefit-cost economists view the world of public policy. In general terms, microeconomic concepts and models can be seen to appear regularly in the work of political scientists, sociologists and psychologists. As a consequence, these and related concepts and models have now had sufficient time to influence strongly and to extend the range of policy options available to government departments. The central focus of this book is the 'cross-over' from economic modelling to

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policy implementation, which remains obscure and uncertain. The author outlines the importance of a wider knowledge of microeconomics for improving the effects and orientation of public policy. He also provides a critique of some basic economic assumptions, notably the 'consumer sovereignty principle'. Within this context the reader is in a better position to understand the 'marvellous insights and troubling blindnesses' of economists where often what is controversial politically is not so controversial among economists.

'Hilarious' Sam Leith 'I loved this book' Susie Dent 'Witty and affectionate' Lynne Truss Perfect for book lovers, a delightful history of the wonders to be found in the humble book index Most of us give little thought to the back of the book - it's just where you go to look things up. But here, hiding in plain sight, is an unlikely realm of ambition and obsession, sparring and politicking, pleasure and play. Here we might find Butchers, to be avoided, or Cows that sh-te Fire, or even catch Calvin in his chamber with a Nonne. This is the secret world of the index: an unsung but extraordinary everyday tool, with an illustrious but little-known past. Here, for the first time, its story is told. Charting its curious path from the monasteries and universities of thirteenth-century Europe to Silicon Valley in the twenty-first, Dennis Duncan reveals how the index has saved heretics from the stake, kept politicians from high office and made us all into the readers we are today. We follow it through German print shops and Enlightenment coffee houses, novelists' living rooms and university laboratories, encountering emperors and popes, philosophers and prime ministers, poets, librarians and - of course - indexers along the way. Revealing its vast role in our evolving literary and intellectual culture, Duncan shows that, for all our anxieties about the Age of Search, we are all index-rakers at heart, and we have been for eight hundred years. *A Financial Times and History Today Book of the Year*

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Intellectual Property (IP) is often a company's single most valuable asset. And yet IP is hard to value, widely misunderstood and frequently under-exploited. IP accounts for an estimated \$5trn of GDP in the US alone. It covers patents, trademarks, domain names, copyrights, designs and trade secrets. Unsurprisingly, companies zealously guard their own ideas and challenge the IP of others. Damages arising from infringements have fostered a sizeable claims industry. But IP law is complex, and the business, financial and legal issues around it are difficult to navigate. Court decisions and interpretation of IP laws can be unpredictable, and can dramatically change the fortunes of businesses that rely on their IP – as demonstrated in the pharmaceutical industry's battle with generic drugs. This comprehensive guide to intellectual property will help companies, investors, and creative thinkers understand the scope and nature of IP issues, pose the right questions to their advisers and maximize the value from this crucial intangible asset.

Why has the flow of big, world-changing ideas slowed down? A provocative look at what happens next at the frontiers of human knowledge. The history of humanity is the history of big ideas that expand our frontiers—from the wheel to space flight, cave painting to the massively multiplayer game, monotheistic religion to quantum theory. And yet for the past few decades, apart from a rush of new gadgets and the explosion of digital technology, world-changing ideas have been harder to come by. Since the 1970s, big ideas have happened incrementally—recycled, focused in narrow bands of innovation. In this provocative book, Michael Bhaskar looks at why the flow of big, world-changing ideas has slowed, and what this means for the future. Bhaskar argues that the challenge at the frontiers of knowledge has arisen not because we are unimaginative and bad at realizing big ideas but because we have

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already pushed so far. If we compare the world of our great-great-great-grandparents to ours today, we can see how a series of transformative ideas revolutionized almost everything in just a century and a half. But recently, because of short-termism, risk aversion, and fractious decision making, we have built a cautious, unimaginative world. Bhaskar shows how we can start to expand the frontier again by thinking big—embarking on the next Universal Declaration of Human Rights or Apollo mission—and embracing change.

An incisive guide that helps up-and-coming economists become successful scholars *The Economist's Craft* introduces graduate students and rising scholars to the essentials of research, writing, and other critical skills for a successful career in economics. Michael Weisbach enables you to become more effective at communicating your ideas, emphasizing the importance of choosing topics that will have a lasting impact. He explains how to write clearly and compellingly, present and publish your findings, navigate the job market, and more. Walking readers through each stage of a research project, Weisbach demonstrates how to develop research around a theme so that the value from a body of work is more than the sum of its individual papers. He discusses how to structure each section of an academic article and describes the steps that follow the completion of an initial draft, from presenting and revising to circulating and eventually publishing. Weisbach reveals how to get the most out of graduate school, how the journal review process works, how universities decide promotions and tenure, and how to manage your career and continue to seek out rewarding new opportunities. A how-to guide for the aspiring economist, *The Economist's Craft* covers a host of important issues rarely taught in the graduate classroom, providing readers with the tools and insights they need to succeed as professional scholars.

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The world of economics is changing. Years of turmoil in the global economy mean that nothing will ever be quite the same again. This is the starting point and theme of this radically revised Economist books classic, now available for the first time in America. Richard Davies, economics editor of The Economist, takes us on a journey through the paper's own analysis of the state of the world's economies, how we reached this point and what to expect in the next decade. He explores: what's gone wrong since 2008, why it's happened and how we can stop it happening again; the shifting focus of economics from banking to labor economics; the future hopes and challenges for the world economy. Along the way, we encounter the global economy laid bare, from banks, panics, and crashes to innovative new policies to improve how markets function; from discussions around jobs, pay, and inequality to the promise of innovation and productivity; from the implications of emerging markets and the globalization of trade through to the sharing economy and the economics of Google and eBay. The result is a fascinating review of the global economy and the changing role of economics in the new world order.

An economist's perspective on the nuts and bolts of economic policymaking, based on his experience as the Chief Economic Adviser in India. In December 2009, the economist Kaushik Basu left the rarefied world of academic research for the nuts and bolts of policymaking. Appointed by the then Prime Minister of India, Manmohan Singh, to be chief economic adviser (CEA) to the Government of India, Basu—a theorist, with special interest in development economics, and a professor of economics at Cornell University—discovered the complexity of applying economic models to the real world. Effective policymaking, Basu learned, integrates technical knowledge with political awareness. In this book, Basu describes the art of economic

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policymaking, viewed through the lens of his two and a half years as CEA. Basu writes from a unique perspective—neither that of the career bureaucrat nor that of the traditional researcher. Plunged into the deal-making, non-hypothetical world of policymaking, Basu suffers from a kind of culture shock and views himself at first as an anthropologist or scientist, gathering observations of unfamiliar phenomena. He addresses topics that range from the macroeconomic—fiscal and monetary policies—to the granular—designing grain auctions and policies to assure everyone has access to basic food. Basu writes about globalization and India's period of unprecedented growth, and he reports that at a dinner hosted by Prime Minister Manmohan Singh, President Obama joked to him, “You should give this guy some tips”—“this guy” being Timothy Geithner. Basu describes the mixed success of India's anti-poverty programs and the problems of corruption, and considers the social norms and institutions necessary for economic development. India is, Basu argues, at an economics crossroad. As CEA from 2009 to 2012, he was present at the creation of a potential economic powerhouse.

Entries include: Absurdism, Altruism, Antidisestablishmentarianism, Atheism, Bohemianism, Bonapartism, Buddhism, Capitalism, Careerism, Chauvinism, Colonialism, Cubism, Darwinism, Defeatism, Deism, Determinism, Eclecticism, Epicureanism, Eurocentrism, Expressionism, Fanaticism, Feminism, Freeganism, Freudianism, Futurism, Germanism, Globalism, Gnosticism, Hedonism, Heightism, Historicism, Hitlerism, Humanitarianism, Idealism, Imperialism, Institutionalism, Islamism, Isolationism, Jacksonianism, Jingoism, Judaism, Keynesianism, Lancastrianism, Leninism, Libertarianism, Localism, Maoism, Masculism, Mazdaism, Militarism, Modernism, Multiculturalism, Nazism, Neoconservatism, Nihilism,

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Nudism, Optimism, Orientalism, Paganism, Pan-Africanism, Phallocentrism, Poststructuralism, Quietism, Racism, Rastafarianism, Realism, Republicanism, Romanticism, Sikhism, Stoicism, Structuralism, Surrealism, Symbolism, Teatism, Taoism, Thatcherism, Unionism, Utilitarianism, Veganism, Vegetarianism, White Nationalism, Zionism, Zoroastrianism.

AN ECONOMIST BOOK OF THE YEAR Humanity's embrace of openness is the key to our success. The freedom to explore and exchange - whether it's goods, ideas or people - has led to stunning achievements in science, technology and culture. As a result, we live at a time of unprecedented wealth and opportunity. So why are we so intent on ruining it? From Stone Age hunter-gatherers to contemporary Chinese-American relations, Open explores how across time and cultures, we have struggled with a constant tension between our yearning for co-operation and our profound need for belonging. Providing a bold new framework for understanding human history, bestselling author and thinker Johan Norberg examines why we're often uncomfortable with openness - but also why it is essential for progress. Part sweeping history and part polemic, this urgent book makes a compelling case for why an open world with an open economy is worth fighting for more than ever.

In clear, concise language—a model for what he advocates—William Thomson shows how to make written and oral presentations both inviting and efficient.

The author of the widely praised Wordslut analyzes the social science of cult influence: how cultish groups from Jonestown and Scientology to SoulCycle and social media gurus use language as the ultimate form of power. What makes “cults” so intriguing and frightening? What makes them powerful? The reason why so many of us binge Manson documentaries by the dozen and fall down rabbit holes researching suburban moms gone QAnon is because

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we're looking for a satisfying explanation for what causes people to join—and more importantly, stay in—extreme groups. We secretly want to know: could it happen to me? Amanda Montell's argument is that, on some level, it already has . . . Our culture tends to provide pretty flimsy answers to questions of cult influence, mostly having to do with vague talk of “brainwashing.” But the true answer has nothing to do with freaky mind-control wizardry or Kool-Aid. In *Cultish*, Montell argues that the key to manufacturing intense ideology, community, and us/them attitudes all comes down to language. In both positive ways and shadowy ones, cultish language is something we hear—and are influenced by—every single day. Through juicy storytelling and cutting original research, Montell exposes the verbal elements that make a wide spectrum of communities “cultish,” revealing how they affect followers of groups as notorious as Heaven's Gate, but also how they pervade our modern start-ups, Peloton leaderboards, and Instagram feeds. Incisive and darkly funny, this enrapturing take on the curious social science of power and belief will make you hear the fanatical language of “cultish” everywhere.

By focusing on the human side as well as the intellectual dimensions of how economists work and think, this collection of interviews with top economists of the 20th century becomes a startling and lively introduction to the modern world of macroeconomics. A fun read! For more information, frequent updates, and to comment on the forthcoming book, visit William A. Barnett's weblog at <http://economistmind.blogspot.com/>. Acclaim for *Inside the Economist's Mind* "In candid interviews, these great economists prove to be fabulous story tellers of their lives and times. Unendingly gripping for insiders, this book should also help non-specialists understand how economists think." Professor Julio Rotemberg, Harvard University

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Business School, and Editor, Review of Economics and Statistics. "Economics used to be called the 'dismal science'. It will be impossible for anybody to hold that view anymore ... This is science with flesh and blood, and a lot of fascinating stories that you will find nowhere else." Dr. Jean-Pascal Bénassy, Paris-Jourdan Sciences Économiques, Paris, France "This book provides a rare and intriguing view of the personal and professional lives of leading economists ... It is like A Beautiful Mind, scaled by a factor of 16 [the number of interviews in the book]." Professor Lee Ohanian, University of California at Los Angeles " ... if you want an insider view of how economics has been developing in the last decades, this is the (only) book for you." Professor Giancarlo Gandolfo, University of Rome 'La Sapienza,' Rome "Here we see the HUMAN side of path-breaking research, the personalities and pitfalls, the DRAMA behind the science." Professor Francis X. Diebold, University of Pennsylvania, Philadelphia

Air bags cause accidents, because well-protected drivers take more risks. This well-documented truth comes as a surprise to most people, but not to economists, who have learned to take seriously the proposition that people respond to incentives. In *The Armchair Economist*, Steven E. Landsburg shows how the laws of economics reveal themselves in everyday experience and illuminate the entire range of human behavior. Why does popcorn cost so much at the cinema? The 'obvious' answer is that the owner has a monopoly, but if that were the whole story, there would also be a monopoly price to use the toilet. When a sudden frost destroys much of the Florida orange crop and prices skyrocket, journalists point to the 'obvious' exercise of monopoly power. Economists see just the opposite: If growers had monopoly power, they'd have raised prices before the frost. Why don't concert promoters raise ticket prices even when they are sure they will sell out months in advance? Why are some

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goods sold at auction and others at pre-announced prices? Why do boxes at the football sell out before the standard seats do? Why are bank buildings fancier than supermarkets? Why do corporations confer huge pensions on failed executives? Why don't firms require workers to buy their jobs? Landsburg explains why the obvious answers are wrong, reveals better answers, and illuminates the fundamental laws of human behavior along the way. This is a book of surprises: a guided tour of the familiar, filtered through a decidedly unfamiliar lens. This is economics for the sheer intellectual joy of it.

This expanded twelfth edition of the bestselling guide to style is based on the Economist's own updated house style manual, and is an invaluable companion for everyone who wants to communicate with the clarity, style and precision for which the Economist is renowned. As the introduction says, 'clarity of writing usually follows clarity of thought.' The Economist Style Guide gives general advice on writing, points out common errors and clichés, offers guidance on consistent use of punctuation, abbreviations and capital letters, and contains an exhaustive range of reference material - covering everything from accountancy ratios and stock market indices to laws of nature and science. Some of the numerous useful rules and common mistakes pointed out in the guide include: *Which informs, that defines. This is the house that Jack built. But: This house, which Jack built, is now falling down. Discreet means circumspect or prudent; discrete means separate or distinct. Remember that "Questions are never indiscreet. Answers sometimes are" (Oscar Wilde). Flaunt means display, flout means disdain. If you flout this distinction you will flaunt your ignorance Forgo means do without; forego means go before. Fortuitous means accidental, not fortunate or well-timed. Times: Take care. Three times more than X is four times as much as X. Full stops: Use plenty. They keep sentences

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short. This helps the reader.

INTERNATIONAL BESTSELLER In *Silverview*, John le Carré turns his focus to the world that occupied his writing for the past sixty years—the secret world itself. Julian Lawndsley has renounced his high-flying job in the City for a simpler life running a bookshop in a small English seaside town. But only a couple of months into his new career, Julian's evening is disrupted by a visitor. Edward, a Polish émigré living in Silverview, the big house on the edge of town, seems to know a lot about Julian's family and is rather too interested in the inner workings of his modest new enterprise. When a letter turns up at the door of a spy chief in London warning him of a dangerous leak, the investigations lead him to this quiet town by the sea . . .

Silverview is the mesmerizing story of an encounter between innocence and experience and between public duty and private morals. In this last complete masterwork from the greatest chronicler of our age, John le Carré asks what you owe to your country when you no longer recognize it.

For more than 25 years, *Pocket World in Figures* has been the indispensable handbook on the state of the world, covering demographics, industry, politics, geography, culture and more. Where else would you find out, in a single volume, that Zambia is the most entrepreneurial country on earth, that Qatar uses the most energy per head of population, and the Virgin Islands has the fourth highest murder rate of any region in the world? The new edition includes data from over 180 countries, presented in a series of rankings and country profiles. Updated, revised and expanded each year to include new rankings and features, it also includes detailed statistical profiles of more than 65 of the world's major economies, the euro area and the world itself. And, once again, the 2020 edition will showcase the Economist's strength in data

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journalism by including charts and graphs, and will invite readers to test their knowledge with its world rankings quiz.

The world can be an amazing place if you know the right questions to ask: How much does a ghost reduce a house's value? How are winemakers responding to climate change? How much should you tip your Uber driver? Should your dog fear Easter more than fireworks? The keen minds of The Economist love to look beyond everyday appearances to find out what really makes things tick. In this latest collection of The Economist Explains, they have gathered the weirdest and most counter-intuitive answers they've found in their endless quest to explain our bizarre world. Take a peek at some Unconventional Wisdom - and pass it on!

The world only gets more amazing when discoveries are shared.

WALL STREET JOURNAL BESTSELLER From Michael Dell, renowned founder and chief executive of one of America's largest technology companies, the inside story of the battles that defined him as a leader In 1984, soon-to-be college dropout Michael Dell hid signs of his fledgling PC business in the bathroom of his University of Texas dorm room. Almost 30 years later, at the pinnacle of his success as founder and leader of Dell Technologies, he found himself embroiled in a battle for his company's survival. What he'd do next could ensure its legacy—or destroy it completely. *Play Nice But Win* is a riveting account of the

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three battles waged for Dell Technologies: one to launch it, one to keep it, and one to transform it. For the first time, Dell reveals the highs and lows of the company's evolution amidst a rapidly changing industry—and his own, as he matured into the CEO it needed. With humor and humility, he recalls the mentors who showed him how to turn his passion into a business; the competitors who became friends, foes, or both; and the sharks that circled, looking for weakness. What emerges is the long-term vision underpinning his success: that technology is ultimately about people and their potential. More than an honest portrait of a leader at a crossroads, *Play Nice But Win* is a survival story proving that while anyone with technological insight and entrepreneurial zeal might build something great—it takes a leader to build something that lasts.

The *Economist Numbers Guide* is invaluable for everyone who has to work with numbers, which in today's commercially focused world means most managers. In addition to general advice on basic numeracy, the guide points out common errors and explains the recognized techniques for solving financial problems, analyzing information of any kind, forecasting and effective decision making. Over 100 charts, graphs, tables and feature boxes highlight key points, and great emphasis is put on the all-important aspect of how you present and communicate numerical information effectively and honestly. At the back of the book is an

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extensive A-Z dictionary of terms covering everything from amortization to zero-sum game. Whatever your business, whatever your management role, for anyone who needs a good head for figures The Economist Numbers Guide will help you achieve your goals.

From the first dog to the first beefalo, from farming to CRISPR, the human history of remaking nature When the 2020 Nobel Prize was awarded to the inventors of CRISPR, the revolutionary gene-editing tool, it underlined our amazing and apparently novel powers to alter nature. But as biologist Beth Shapiro argues in *Life as We Made It*, this phenomenon isn't new. Humans have been reshaping the world around us for ages, from early dogs to modern bacteria modified to pump out insulin. Indeed, she claims, reshaping nature—resetting the course of evolution, ours and others'—is the essence of what our species does. In exploring our evolutionary and cultural history, Shapiro finds a course for the future. If we have always been changing nature to help us survive and thrive, then we need to avoid naive arguments about how we might destroy it with our meddling, and instead ask how we can meddle better. Brilliant and insightful, *Life as We Made It* is an essential book for the decades to come.

Technology moves fast - so where will it have taken us by 2050? How will it affect the way we live? And how far are we willing to let it go? In *Megatech*,

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distinguished scientists, industry leaders, star academics and acclaimed science-fiction writers join journalists from The Economist to explore answers to these questions and more. Twenty experts in the field, including Nobel prize-winner Frank Wilczek, Silicon Valley venture-capitalist Ann Winblad, philanthropist Melinda Gates and science-fiction author Alastair Reynolds identify the big ideas, fantastic inventions and potentially sinister trends that will shape our future. Join them to explore a brave new world of brain-computer interfaces, vat-grown cruelty-free meat, knitted cars and guided bullets. The writers predict the vast changes that technology will bring to everything from food production to health care, energy output, manufacturing and the military balance. They also consider the impact on jobs, and how we can prepare for the opportunities, as well as the dangers, that await. Thought-provoking, engaging and full of insight from the forefront of tech innovation, Megatech is essential reading for anyone who wants to understand tomorrow's world.

SilverviewA NovelPenguin

The obituaries that appear in The Economist are remarkable because of the unpredictable selection of people to be written about, the surprising lives they lead - but also for the style in which the obituary is written. The selection for this book ranges far and wide, including Jean Bedel Bokassa and Pope Jean Paul II,

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Pamela Harriman and Harry Oppenheimer, Akio Morita and J K Galbraith, Jean Baudrillard and Syd Barrett, Estee Lauder and Hunter Thomson, Bip (the legendary mime artist Marcel Marceau) and even Alex the African Grey (Science's best known parrot).

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