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AdaptNaked Economics: Undressing the Dismal Science (Fully Revised and Updated)Dear Undercover EconomistClass Divisions in Serial TelevisionThe Armchair Economist (revised and updated May 2012)The Instant EconomistThe Undercover Economist, Revised and Updated EditionIn Defense of GlobalizationSaving Adam SmithWorking in the ShadowsThe Invisible HeartFreakonomicsThe Data DetectiveHow to Make the World Add UpConfessions of an Economic Hit ManUndercover Epicenter NurseMore Money Than GodWhy Globalization WorksFoolproofThe Methodology of Experimental EconomicsThe Armchair EconomistThe Market for AidElectric UniverseOn the ClockFalse EconomyMore Sex is Safer SexThe Logic of LifeCovert ResearchA Critical Discourse Analysis of South Asian Women's MagazinesThe Undercover Economist Strikes BackThe Economic NaturalistMessyThe Undercover Economist: Exposing Why the Rich Are Rich, the Poor Are Poor--and Why You Can Never Buy a Decent Used Car!The Five Literacies of Global LeadershipThe Undercover EconomistEspresso TalesThe Undercover Economist Strikes Back: The Babysitting RecessionFree LunchAnimal SpiritsThe Great Pretender

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Adapt

This intriguing book applies Critical Discourse Analysis to a range of South Asian women's lifestyle magazines, exposing the disconnection between the magazines' representations of South Asian women and the lived realities of the target audience. The author challenges the notion that discourses of freedom and choice employed by women's magazines are emancipatory, demonstrating instead that the version of feminism on offer is a commodified form which accords with the commercial aims of the publications. McLoughlin demonstrates that whilst British magazines present women in the East as the exotic and culturally superior 'Other', women in India are encouraged to emulate Western women to signify their engagement with globalization and modernity. She uses data from focus groups carried out in both countries to illustrate the interpretive frameworks and multivocality of participants' attitudes, experiences and beliefs. This thought-provoking book will appeal to students and researchers of Language and Linguistics, Women's Studies, Anthropology, Sociology, Media, Communications and Cultural Studies.

Naked Economics: Undressing the Dismal Science (Fully Revised and Updated)

"One of America's most courageous young journalists" and the author of the #1 New York Times bestselling

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memoir *Brain on Fire* investigates the shocking mystery behind the dramatic experiment that revolutionized modern medicine (NPR). Doctors have struggled for centuries to define insanity--how do you diagnose it, how do you treat it, how do you even know what it is? In search of an answer, in the 1970s a Stanford psychologist named David Rosenhan and seven other people--sane, healthy, well-adjusted members of society--went undercover into asylums around America to test the legitimacy of psychiatry's labels. Forced to remain inside until they'd "proven" themselves sane, all eight emerged with alarming diagnoses and even more troubling stories of their treatment. Rosenhan's watershed study broke open the field of psychiatry, closing down institutions and changing mental health diagnosis forever. But, as Cahalan's explosive new research shows in this real-life detective story, very little in this saga is exactly as it seems. What really happened behind those closed asylum doors?

Dear Undercover Economist

How the very things we create to protect ourselves, like money market funds or anti-lock brakes, end up being the biggest threats to our safety and wellbeing. We have learned a staggering amount about human nature and disaster -- yet we keep having car crashes, floods, and financial crises. Partly this is because the success we have at making life safer enables us to take bigger risks. As our cities, transport systems, and financial markets become more interconnected and complex, so does the potential for catastrophe. How

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do we stay safe? Should we? What if our attempts are exposing us even more to the very risks we are avoiding? Would acceptance of danger make us more secure? Is there such a thing as foolproof? In FOOLPROOF, Greg Ip presents a macro theory of human nature and disaster that explains how we can keep ourselves safe in our increasingly dangerous world.

Class Divisions in Serial Television

A fantastic collection of witty, insightful, and often outrageous Financial Times columns that answer readers' personal dilemmas using the latest economic theory. Tim Harford employs his idiosyncratic style to explain economic principles so that anyone can understand them — and reveals how they apply to (and can solve) issues in everyday life. Does money buy happiness? Is “the one” really out there? Can cities be greener than farms? When's the best time to settle down? Can you really “dress for success”? How can I stop my girlfriend from eating my dessert? Harford provides brilliant, hilarious, and weirdly wise answers to these and other questions. Arranged by topic, easy to read, and hard to put down, Dear Undercover Economist is a provocative, compassionate, and indispensable perspective on anything that may irk or ail you — a book well worth the investment. From the Trade Paperback edition.

The Armchair Economist (revised and updated May 2012)

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New research has exposed our leadership paradigm as a outdated mess of flawed models and practices. By working with great leaders and observing their common attitudes and behaviours, Richard Hames has cracked a universal code based on intelligence, appreciation and collaboration. This code unlocks Five Literacies of Global Leadership. These behaviours are the trade secrets of the artists and alchemists among us. Often instinctively, these leaders charge others with energy, search for new perspectives and embrace diversity. And they are driven by dialogue. This book reveals approaches and attitudes that they all share - and that can make anyone an exceptional leader.

The Instant Economist

In the passionate debate that currently rages over globalization, critics have been heard blaming it for a host of ills afflicting poorer nations, everything from child labor to environmental degradation and cultural homogenization. Now Jagdish Bhagwati, the internationally renowned economist, takes on the critics, revealing that globalization, when properly governed, is in fact the most powerful force for social good in the world today. Drawing on his unparalleled knowledge of international and development economics, Bhagwati explains why the "gotcha" examples of the critics are often not as compelling as they seem. With the wit and wisdom for which he is renowned, Bhagwati convincingly shows that globalization is part of the solution, not part of the problem. This edition features a new afterword by the

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author, in which he counters recent writings by prominent journalist Thomas Friedman and the Nobel Laureate economist Paul Samuelson and argues that current anxieties about the economic implications of globalization are just as unfounded as were the concerns about its social effects.

The Undercover Economist, Revised and Updated Edition

The Only Economics Book You Will Ever Need - A Library Journal 2012 Best Business Book of the Year
Economics isn't just about numbers: It's about politics, psychology, history, and so much more. We are all economists-when we work, save for the future, invest, pay taxes, and buy our groceries. Yet many of us feel lost when the subject arises. Award-winning professor Timothy Taylor tackles all the key questions and hot topics of both microeconomics and macroeconomics, including: Why do budget deficits matter? What exactly does the Federal Reserve do? Does globalization take jobs away from American workers? Why is health insurance so costly? The Instant Economist offers the knowledge and sophistication to understand the issues- so you can understand and discuss economics on a personal, national, and global level.

In Defense of Globalization

The first comprehensive analysis of the methodology of experimental economics written by a philosopher of science.

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Saving Adam Smith

Why do the keypads on drive-up cash machines have Braille dots? Why are round-trip fares from Orlando to Kansas City higher than those from Kansas City to Orlando? For decades, Robert Frank has been asking his economics students to pose and answer questions like these as a way of learning how economic principles operate in the real world-which they do everywhere, all the time. Once you learn to think like an economist, all kinds of puzzling observations start to make sense. Drive-up ATM keypads have Braille dots because it's cheaper to make the same machine for both drive-up and walk-up locations. Travelers from Kansas City to Orlando pay less because they are usually price-sensitive tourists with many choices of destination, whereas travelers originating from Orlando typically choose Kansas City for specific family or business reasons. The Economic Naturalist employs basic economic principles to answer scores of intriguing questions from everyday life, and, along the way, introduces key ideas such as the cost-benefit principle, the "no cash on the table" principle, and the law of one price. This is as delightful and painless a way to learn fundamental economics as there is.

Working in the Shadows

Perkins, a former chief economist at a Boston strategic-consulting firm, confesses he was an "economic hit man" for 10 years, helping U.S. intelligence agencies and multinationals cajole and blackmail foreign leaders into serving U.S. foreign

Read Free *The Undercover Economist Exposing Why The Rich Are Rich The Poor Are Poor And Why You Can Never Buy A Decent Used Car* policy and awarding lucrative contracts to American business.

The Invisible Heart

With over one million copies sold, *The Undercover Economist* has been hailed worldwide as a fantastic guide to the fundamental principles of economics. An economist's version of *The Way Things Work*, this engaging volume is part Economics 101 and part exposé of the economic principles lurking behind daily events, explaining everything from traffic jams to high coffee prices. New to this edition: This revised edition, newly updated to consider the banking crisis and economic turbulence of the last four years, is essential for anyone who has wondered why the gap between rich and poor nations is so great, or why they can't seem to find a decent second-hand car, or how to outwit Starbucks. Senior columnist for the *Financial Times* Tim Harford brings his experience and insight as he ranges from Africa, Asia, Europe, and the United States to reveal how supermarkets, airlines, and coffee chains--to name just a few--are vacuuming money from our wallets. Harford punctures the myths surrounding some of today's biggest controversies, including the high cost of health-care; he reveals why certain environmental laws can put a smile on a landlord's face; and he explains why some industries can have high profits for innocent reasons, while in other industries something sinister is going on. Covering an array of economic concepts including scarce resources, market power, efficiency, price gouging, market failure, inside information, and game

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theory, Harford sheds light on how these forces shape our day-to-day lives, often without our knowing it. Showing us the world through the eyes of an economist, Tim Harford reveals that everyday events are intricate games of negotiations, contests of strength, and battles of wits. Written with a light touch and sly wit, *The Undercover Economist* turns "the dismal science" into a true delight.

Freakonomics

The bestselling author of *E=mc²* weaves tales of romance, divine inspiration, and fraud through an account of the invisible force that permeates our universe—electricity—and introduces us to the virtuoso scientists who plumbed its secrets. For centuries, electricity was seen as little more than a curious property of certain substances that sparked when rubbed. Then, in the 1790s, Alessandro Volta began the scientific investigation that ignited an explosion of knowledge and invention. The force that once seemed inconsequential was revealed to be responsible for everything from the structure of the atom to the functioning of our brains. In harnessing its power, we have created a world of wonders—complete with roller coasters and radar, computer networks and psychopharmaceuticals. In *Electric Universe*, the great discoverers come to life in all their brilliance and idiosyncrasy, including the visionary Michael Faraday, who struggled against the prejudices of the British class system, and Samuel Morse, a painter who, before inventing the telegraph, ran for mayor of New York City on a platform of

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persecuting Catholics. Here too is Alan Turing, whose dream of a marvelous thinking machine—what we know as the computer—was met with indifference, and who ended his life in despair after British authorities forced him to undergo experimental treatments to “cure” his homosexuality. From the frigid waters of the Atlantic to the streets of Hamburg during a World War II firestorm to the interior of the human body, *Electric Universe* is a mesmerizing journey of discovery.

The Data Detective

An economist's version of *The Way Things Work*, this engaging volume is part field guide to economics and part expose of the economic principles lurking behind daily events, explaining everything from traffic jams to high coffee prices. *The Undercover Economist* is for anyone who's wondered why the gap between rich and poor nations is so great, or why they can't seem to find a decent second-hand car, or how to outwit Starbucks. This book offers the hidden story behind these and other questions, as economist Tim Harford ranges from Africa, Asia, Europe, and of course the United States to reveal how supermarkets, airlines, and coffee chains--to name just a few--are vacuuming money from our wallets. Harford punctures the myths surrounding some of today's biggest controversies, including the high cost of health-care; he reveals why certain environmental laws can put a smile on a landlord's face; and he explains why some industries can have high profits for innocent reasons, while in other industries something sinister is going on.

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Covering an array of economic concepts including scarce resources, market power, efficiency, price gouging, market failure, inside information, and game theory, Harford sheds light on how these forces shape our day-to-day lives, often without our knowing it. Showing us the world through the eyes of an economist, Tim Harford reveals that everyday events are intricate games of negotiations, contests of strength, and battles of wits. Written with a light touch and sly wit, *The Undercover Economist* turns "the dismal science" into a true delight.

How to Make the World Add Up

"Nickel and Dimed for the Amazon age," (Salon) the bitingly funny, eye-opening story of finding work in the automated and time-starved world of hourly low-wage labor After the local newspaper where she worked as a reporter closed, Emily Guendelsberger took a pre-Christmas job at an Amazon fulfillment center outside Louisville, Kentucky. There, the vending machines were stocked with painkillers, and the staff turnover was dizzying. In the new year, she travelled to North Carolina to work at a call center, a place where even bathroom breaks were timed to the second. And finally, Guendelsberger was hired at a San Francisco McDonald's, narrowly escaping revenge-seeking customers who pelted her with condiments. Across three jobs, and in three different parts of the country, Guendelsberger directly took part in the revolution changing the U.S. workplace. Offering an up-close portrait of America's actual "essential workers," *On the Clock* examines the broken social

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safety net as well as an economy that has purposely had all the slack drained out and converted to profit. Until robots pack boxes, resolve billing issues, and make fast food, human beings supervised by AI will continue to get the job done. Guendelsberger shows us how workers went from being the most expensive element of production to the cheapest - and how low wage jobs have been remade to serve the ideals of efficiency, at the cost of humanity. On the Clock explores the lengths that half of Americans will go to in order to make a living, offering not only a better understanding of the modern workplace, but also surprising solutions to make work more humane for millions of Americans.

Confessions of an Economic Hit Man

From "one of the great (greatest?) contemporary popular writers on economics" (Tyler Cowen) comes a smart, lively, and encouraging rethinking of how to use statistics. Today we think statistics are the enemy, numbers used to mislead and confuse us. That's a mistake, Tim Harford says in *The Data Detective*. We shouldn't be suspicious of statistics--we need to understand what they mean and how they can improve our lives: they are, at heart, human behavior seen through the prism of numbers and are often "the only way of grasping much of what is going on around us." If we can toss aside our fears and learn to approach them clearly--understanding how our own preconceptions lead us astray--statistics can point to ways we can live better and work smarter. As "perhaps the best popular economics writer in the

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world" (New Statesman), Tim Harford is an expert at taking complicated ideas and untangling them for millions of readers. In *The Data Detective*, he uses new research in science and psychology to set out ten strategies for using statistics to erase our biases and replace them with new ideas that use virtues like patience, curiosity, and good sense to better understand ourselves and the world. As a result, *The Data Detective* is a big-idea book about statistics and human behavior that is fresh, unexpected, and insightful.

Undercover Epicenter Nurse

The urge to tidiness seems to be rooted deep in the human psyche. Many of us feel threatened by anything that is vague, unplanned, scattered around or hard to describe. We find comfort in having a script to rely on, a system to follow, in being able to categorise and file away. We all benefit from tidy organisation - up to a point. A large library needs a reference system. Global trade needs the shipping container. Scientific collaboration needs measurement units. But the forces of tidiness have marched too far. Corporate middle managers and government bureaucrats have long tended to insist that everything must have a label, a number and a logical place in a logical system. Now that they are armed with computers and serial numbers, there is little to hold this tidy-mindedness in check. It's even spilling into our personal lives, as we corral our children into sanitised play areas or entrust our quest for love to the soulless algorithms of dating websites.

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Order is imposed when chaos would be more productive. Or if not chaos, then . . . messiness. The trouble with tidiness is that, in excess, it becomes rigid, fragile and sterile. In *Messy*, Tim Harford reveals how qualities we value more than ever - responsiveness, resilience and creativity - simply cannot be disentangled from the messy soil that produces them. This, then, is a book about the benefits of being messy: messy in our private lives; messy in the office, with piles of paper on the desk and unread spreadsheets; messy in the recording studio, the laboratory or in preparing for an important presentation; and messy in our approach to business, politics and economics, leaving things vague, diverse and uncomfortably made-up-on-the-spot. It's time to rediscover the benefits of a little mess.

More Money Than God

What is it like to do the back-breaking work of immigrants? To find out, Gabriel Thompson spent a year working alongside Latino immigrants, who initially thought he was either crazy or an undercover immigration agent. He stooped over lettuce fields in Arizona, and worked the graveyard shift at a chicken slaughterhouse in rural Alabama. He dodged taxis—not always successfully—as a bicycle delivery “boy” for an upscale Manhattan restaurant, and was fired from a flower shop by a boss who, he quickly realized, was nuts. As one coworker explained, “These jobs make you old quick.” Back spasms occasionally keep Thompson in bed, where he suffers recurring nightmares involving iceberg lettuce and chicken

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carcasses. Combining personal narrative with investigative reporting, Thompson shines a bright light on the underside of the American economy, exposing harsh working conditions, union busting, and lax government enforcement—while telling the stories of workers, undocumented immigrants, and desperate US citizens alike, forced to live with chronic pain in the pursuit of 8 an hour.

Why Globalization Works

Which is more dangerous, a gun or a swimming pool? What do schoolteachers and sumo wrestlers have in common? How much do parents really matter? These may not sound like typical questions for an economist to ask. But Steven D. Levitt is not a typical economist. He studies the riddles of everyday life--from cheating and crime to parenting and sports--and reaches conclusions that turn conventional wisdom on its head. Freakonomics is a groundbreaking collaboration between Levitt and Stephen J. Dubner, an award-winning author and journalist. They set out to explore the inner workings of a crack gang, the truth about real estate agents, the secrets of the Ku Klux Klan, and much more. Through forceful storytelling and wry insight, they show that economics is, at root, the study of incentives--how people get what they want or need, especially when other people want or need the same thing.

Foolproof

44 SCOTLAND STREET - Book 2 The residents and

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neighbors of 44 Scotland Street and the city of Edinburgh come to vivid life in these gently satirical, wonderfully perceptive serial novels, featuring six-year-old Bertie, a remarkably precocious boy—just ask his mother. Back are all our favorite denizens of a Georgian townhouse in Edinburgh. Bertie the immensely talented six year old is now enrolled in kindergarten, and much to his dismay, has been clad in pink overalls for his first day of class. Bruce has lost his job as a surveyor, and between admiring glances in the mirror, is contemplating becoming a wine merchant. Pat is embarking on a new life at Edinburgh University and perhaps on a new relationship, courtesy of Domenica, her witty and worldly-wise neighbor. McCall Smith has much in store for them as the brief spell of glorious summer sunshine gives way to fall a season cursed with more traditionally Scottish weather. Full of McCall Smith's gentle humor and sympathy for his characters, Espresso Tales is also an affectionate portrait of a city and its people who, in the author's own words, "make it one of the most vibrant and interesting places in the world."

The Methodology of Experimental Economics

This book brings the emergent interest in social class and inequality to the field of television studies. It reveals how the new visibility of class matters in serial television functions aesthetically and examines the cultural class politics articulated in these programmes. This ground-breaking volume argues that reality and quality TV's intricate politics of class

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entices viewers not only to grapple with previously invisible socio-economic realities but also to reconsider their class alignment. The stereotypical ways of framing class are now supplemented by those dedicated to exposing the economic and socio-psychological burdens of the (lower) middle class. The case studies in this book demonstrate how sophisticated narrative techniques coincide with equally complex ways of exposing class divisions in contemporary American life and how the examined shows disrupt the hegemonic order of class. The volume therefore also invites a rethinking of conventional models of social stratification.

The Armchair Economist

Adam Smith Father of Modern Economics Died in 1790 but 200 years later, his spirit is tortured by the caricatures we remember in his name. In *Saving Adam Smith*, he is tortured enough to return to Earth and so begins a journey of discovery that cuts across two centuries, as doctoral student Richard Burns puts his life on the line to rediscover Smith's most profound insight: Selfishness is not enough.

The Market for Aid

Surveys some of the hottest topics in the aid industry today within the perspective of the supply of aid and the demand for loans.

Electric Universe

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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 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.

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On the Clock

Undercover Epicenter Nurse blows the lid off the COVID-19 pandemic. What would you do if you discovered that the media and the government were lying to us all? And that hundreds, maybe thousands of people were dying because of it? Army combat veteran and registered nurse Erin Olszewski's most deeply held values were put to the test when she arrived as a travel nurse at Elmhurst Hospital in the epicenter of the COVID-19 pandemic. After serving in Iraq, she was back on the front lines—and this time, she found, the situation was even worse. Rooms were filthy, nurses were lax with sanitation measures, and hospital-acquired cases of COVID-19 were spreading like wildfire. Worse, people who had tested negative multiple times for COVID-19 were being labeled as COVID-confirmed and put on COVID-only floors. Put on ventilators and drugged up with sedatives, these patients quickly deteriorated—even though they did not have coronavirus when they checked in. Doctors-in-training were refusing to perform CPR—and banning nurses from doing it—on dying patients whose families had not consented to “Do Not Resuscitate” orders. Erin wasn't about to stand by and let her patients keep dying on her watch, but she knew that if she told the truth, people wouldn't believe her. It was just too shocking. Willing to go to battle for her patients, Erin made the decision to go deep undercover, recording conversations with other nurses, videos of malpractice, and more. She began to share what she found on social media. Unsurprisingly, she was fired for it. Now, Erin is

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standing up to tell the whole horrifying story of what happened inside Elmhurst Hospital to demand justice for those who fell victim to the hospital's greed. Not only must the staff be held accountable for their unethical actions; but also, this kind of corruption must be destroyed so that future Americans are not put at risks. The deaths have to end, and Erin won't rest until the bad actors are exposed. *Undercover Epicenter Nurse: How Fraud, Negligence, and Greed Led to Unnecessary Deaths at Elmhurst Hospital* is a shocking and infuriating inside exposé of the American healthcare system gone wrong. At the same time, it's the story of a woman who traveled from the small-town streets of Wisconsin, to the battlefields of Iraq, to the mean streets of Queens, on a quest to help fight for her country. With this book, the real battle has begun.

False Economy

In *The Logic of Life*, bestselling author Tim Harford quite simply makes sense of this world. Life often seems to defy logic. The receptionist is clearly smarter than the boss who earns fifty times her salary. Arbitrary lines starkly divide the desirable districts of the city from the dangerous ones. Voters flock to the polling booths to elect candidates who'll rip them off to favour special interests. None of it makes logical sense — or does it? Economist and acclaimed author Tim Harford thinks it does. By weaving stories from locations as diverse as a Vegas casino to a barroom speed date, Harford aims to persuade you that people are, in fact, surprisingly

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logical. When a street prostitute agrees to unprotected sex, or a teenage criminal embarks on a burglary — perhaps especially when a racist employer disregards a black job applicant — we would seem to be a million miles from rational behaviour. Harford shows that, discomfitingly, we are not. It turns out that the unlikeliest of people are complying with the logic of economics and responding to future costs and benefits, often without realizing it; and socially tragic outcomes can have their roots in individually rational decisions. Brilliantly reasoned, always entertaining and often provocative, *The Logic of Life* is a book to help you understand yourself and the world around you. From the Hardcover edition.

More Sex is Safer Sex

The Logic of Life

"Clear, concise, informative, witty and, believe it or not, entertaining." —Chicago Tribune Finally! A book about economics that won't put you to sleep. In fact, you won't be able to put this bestseller down. In our challenging economic climate, this perennial favorite of students and general readers is more than a good read, it's a necessary investment—with a blessedly sure rate of return. Demystifying buzzwords, laying bare the truths behind oft-quoted numbers, and answering the questions you were always too embarrassed to ask, the breezy *Naked Economics* gives readers the tools they need to engage with pleasure and confidence in the deeply relevant, not so

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dismal science. This revised and updated edition adds commentary on hot topics, including the current economic crisis, globalization, the economics of information, the intersection of economics and politics, and the history—and future—of the Federal Reserve.

Covert Research

Originally published in 2013 by Little, Brown Book Group.

A Critical Discourse Analysis of South Asian Women's Magazines

In this groundbreaking book, Tim Harford, the Undercover Economist, shows us a new and inspiring approach to solving the most pressing problems in our lives. When faced with complex situations, we have all become accustomed to looking to our leaders to set out a plan of action and blaze a path to success. Harford argues that today's challenges simply cannot be tackled with ready-made solutions and expert opinion; the world has become far too unpredictable and profoundly complex. Instead, we must adapt. Deftly weaving together psychology, evolutionary biology, anthropology, physics, and economics, along with the compelling story of hard-won lessons learned in the field, Harford makes a passionate case for the importance of adaptive trial and error in tackling issues such as climate change, poverty, and financial crises—as well as in fostering innovation and creativity in our business and personal

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lives. Taking us from corporate boardrooms to the deserts of Iraq, Adapt clearly explains the necessary ingredients for turning failure into success. It is a breakthrough handbook for surviving—and prospering—in our complex and ever-shifting world.

The Undercover Economist Strikes Back

The global financial crisis has made it painfully clear that powerful psychological forces are imperiling the wealth of nations today. From blind faith in ever-rising housing prices to plummeting confidence in capital markets, "animal spirits" are driving financial events worldwide. In this book, acclaimed economists George Akerlof and Robert Shiller challenge the economic wisdom that got us into this mess, and put forward a bold new vision that will transform economics and restore prosperity. Akerlof and Shiller reassert the necessity of an active government role in economic policymaking by recovering the idea of animal spirits, a term John Maynard Keynes used to describe the gloom and despondence that led to the Great Depression and the changing psychology that accompanied recovery. Like Keynes, Akerlof and Shiller know that managing these animal spirits requires the steady hand of government--simply allowing markets to work won't do it. In rebuilding the case for a more robust, behaviorally informed Keynesianism, they detail the most pervasive effects of animal spirits in contemporary economic life--such as confidence, fear, bad faith, corruption, a concern for fairness, and the stories we tell ourselves about our economic fortunes--and show how Reaganomics,

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Thatcherism, and the rational expectations revolution failed to account for them. Animal Spirits offers a road map for reversing the financial misfortunes besetting us today. Read it and learn how leaders can channel animal spirits--the powerful forces of human psychology that are afoot in the world economy today. In a new preface, they describe why our economic troubles may linger for some time--unless we are prepared to take further, decisive action.

The Economic Naturalist

A lively, unorthodox look at economics, business, and public policy told in the form of a novel. A love story that embraces the business and economic issues of the day? The Invisible Heart takes a provocative look at business, economics, and regulation through the eyes of Sam Gordon and Laura Silver, teachers at the exclusive Edwards School in Washington, D.C. Sam lives and breathes capitalism. He thinks that most government regulation is unnecessary or even harmful. He believes that success in business is a virtue. He believes that our humanity flourishes under economic freedom. Laura prefers Wordsworth to the Wall Street Journal. Where Sam sees victors, she sees victims. She wants the government to protect consumers and workers from the excesses of Sam's beloved marketplace. While Sam and Laura argue about how to make the world a better place, a parallel story unfolds across town. Erica Baldwin, the crusading head of a government watchdog agency, tries to bring Charles Krauss, a ruthless CEO, to justice. How are these two dramas connected? Why is

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Sam under threat of dismissal? Will Erica Baldwin find the evidence she needs? Can Laura love a man with an Adam Smith poster on his wall? The answers in *The Invisible Heart* give the reader a richer appreciation for how business and the marketplace transform our lives.

Messy

The extensively revised and updated edition of Steven Landsburg's hugely popular book, *The Armchair Economist*—"a delightful compendium of quotidian examples illustrating important economic and financial theories" (*The Journal of Finance*). In this revised and updated edition of Steven Landsburg's hugely popular book, he applies economic theory to today's most pressing concerns, answering a diverse range of daring questions, such as: Why are seat belts deadly? Why do celebrity endorsements sell products? Why are failed executives paid so much? Who should bear the cost of oil spills? Do government deficits matter? How is workplace safety bad for workers? What's wrong with the local foods movement? Which rich people can't be taxed? Why is rising unemployment sometimes good? Why do women pay more at the dry cleaner? Why is life full of disappointments? Whether these are nagging questions you've always had, or ones you never even thought to ask, this new edition of *The Armchair Economist* turns the eternal ideas of economic theory into concrete answers that you can use to navigate the challenges of contemporary life.

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The Undercover Economist: Exposing Why the Rich Are Rich, the Poor Are Poor--and Why You Can Never Buy a Decent Used Car!

In Tim Harford's new book *The Undercover Economist Strikes Back*, he sets out to explain how the whole world economy works. In this, the second chapter from the book, Harford shows what we can learn from one particular recession that began in the early 1970s and was entirely created on Capitol Hill, the heart of American government. Readers should note that this ebook is just one chapter from the new book. The full book will be released on August 29. A million readers bought *The Undercover Economist* to get the lowdown on how economics works on a small scale, in our everyday lives. Since then, economics has become big news. Crises, austerity, riots, bonuses - all are in the headlines all the time. But how does this large-scale economic world really work? Find out in *The Undercover Economist Strikes Back*.

The Five Literacies of Global Leadership

A "provocativepersuasive" (The New York Times) book that examines countries' economic destinies. In *False Economy*, Alan Beattie weaves together the economic choices, political choices, economic history, and human stories, that determine whether governments and countries remain rich or poor. He also addresses larger questions about why they make the choices they do, and what those mean for the future of our global economy. But despite the heady subject

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matter, False Economy is a lively and lucid book that engagingly and thought-provokingly examines macroeconomics, economic topics, and the fault lines and successes that can make or break a culture or induce a global depression. Along the way, readers will discover why Africa doesn't grow cocaine, why our asparagus comes from Peru, why our keyboard spells QWERTY, and why giant pandas are living on borrowed time.

The Undercover Economist

With his long-running 'Everyday Economics' column in Slate and his popular book, *The Armchair Economist*, Steven Landsburg has been leading the pack of economists who are transforming their science from a drab meditation on graphs and charts into a fascinating window on human nature. Now he's back and more provocative than ever with surprises on virtually every page. In *More Sex is Safer Sex*, Professor Landsburg offers readers a series of stimulating discussions that all flow from one unsettling fact. Combining the rational decisions of each of us often produces an irrational result for all of us. Avoiding casual sex can actually encourage the spread of diseases. To solve population pressures, we need more people. In his tantalizing, entertaining narrative, Landsburg guides us through these shocking notions by the light of compelling logic and evidence and makes suggestions along the way: Why not charge juries if a convicted felon is exonerated? Why not let firemen keep the property they rescue? As entertaining as it is inflammatory, *More Sex is*

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Safer Sex will make readers think about their decisions in unforgettable ways -- and spark debate over much that we all take for granted.

Espresso Tales

Harford ranges from Africa, Asia, Europe, and of course the United States to reveal how supermarkets, airlines, health care providers, and coffee chains--to name just a few--are vacuuming money from our wallets.

The Undercover Economist Strikes Back: The Babysitting Recession

The first book of its kind: a fascinating and entertaining examination of hedge funds today
Shortlisted for the Financial Times/Goldman Sachs Business Book of the Year Award
The New York Times bestseller

Free Lunch

Undercover research is an emotive and controversial field often equated with deception and transgression. Using classic examples and contemporary case studies this book challenges covert research's dispersed place within the social sciences and rehabilitates its reputation as a powerful research method. Drawing in part on his own undercover research into the night-time economy of bouncers, the author explores the roots and evolution of covert research; his deft treatment of the fear and

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fascination within furtive fieldwork is grounded in the practicality of the methods and tools needed to conduct quality research in the field. Packed with learning-by-example tips, this book shows that with critical imagination and proper ethical foundations, covert research could be a great addition to your methodological toolkit.

Animal Spirits

A powerful case for the global market economy The debate on globalization has reached a level of intensity that inhibits comprehension and obscures the issues. In this book a highly distinguished international economist scrupulously explains how globalization works as a concept and how it operates in reality. Martin Wolf confronts the charges against globalization, delivers a devastating critique of each, and offers a realistic scenario for economic internationalism in the future. Wolf begins by outlining the history of the global economy in the twentieth century and explaining the mechanics of world trade. He dissects the agenda of globalization's critics, and rebuts the arguments that it undermines sovereignty, weakens democracy, intensifies inequality, privileges the multinational corporation, and devastates the environment. The author persuasively defends the principles of international economic integration, arguing that the biggest obstacle to global economic progress has been the failure not of the market but of politics and government, in rich countries as well as poor. He examines the threat that terrorism poses and maps

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the way to a global market economy that can work for everyone.

The Great Pretender

The economy has never been so relevant to so many people as it is now, and it's vital that we understand how it affects our lives. 'There's no such thing as a free lunch' is the one phrase everyone has heard from economics - not even for bankers. But why not? What does economics tell us about the price of lunch - and everything else? Free Lunch makes the economics pages of the newspaper intelligible and addresses the concerns that worry us all. It will enable you to understand - and challenge - the claims made by politicians Set out like a good lunch-time conversation, the book will guide you through the mysteries of the economy. Your guides will be some of the greatest names in the field, including Smith, Marx and Keynes. This clever and witty introduction to economics costs less than even the cheapest meal. It is essential reading in these times of economic uncertainty, and is far more satisfying than even the most gourmet banquet.

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