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Affairs Information Service 750 Years of a Scottish School

THE ECONOMIC NATURALIST

2018-07-03

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

The Economics of Economists

2014-06-05

leading scholars investigate the profession of academic economics with a focus on the intellectual environment and incentives for economic research

The Atlantic Monthly

2007

mainstream economists everywhere exhibit an irrational passion for dispassionate rationality behavioral economists and long time critic of mainstream economics suggests that people in mainstream economic models can think like albert einstein store as much memory as ibm s big blue and exercise the will power of mahatma gandhi suggesting that such a view of real world modern homo sapiens is simply wrongheaded indeed thaler and other behavioral economists and psychology have documented a variety of ways in which real world people fall far short of mainstream economists idealized economic actor perfectly rational homo economicus behavioral economist daniel ariely has concluded that real world people

not only exhibit an array of decision making frailties and biases they are predictably irrational a position now shared by so many behavioral economists psychologists sociologists and evolutionary biologists that a defense of the core rationality premise of modern economics is demanded

Predictably Rational?

2009-10-21

the economics of identity and creativity aims to synthesize naturalistic evolutionary theory while discussing new developments in economics the author's approach reexamines fundamental assumptions about how a capitalist economy works from the relation between producers and consumers to the functioning of intellectual property rights in the creative economy the author argues identities merge with the flow of creative action to explain these changes he draws upon a range of theories from analytical philosophy to biology and from economics to sociology the first part of the book examines the role of language in the naturalistic approach to cultural science hermann pillath draws on darwinian evolutionary theory to map a concept of knowledge part two offers a systematic approach to creativity and identity from the naturalistic point of view developed in part one here the author builds a theory

of creativity from the ideas of conceptual blending in the cognitive sciences herrmann pillath presents a theory of identity based on analytical philosophy and looks at the problems in fixing the boundaries of an individual identity both in biological evolutionary theory and brain sciences he takes the concept of identity through the current economic approaches examining the distinction between social and personal identity this fascinating interdisciplinary work provides a precise argument that the foundations of economics can be found in cultural science and it has evolved to become the cultural institution at the core of the modern economy

The Economics of Identity and Creativity

2017-07-28

this is the happiest story you will ever read it s about two people who led wonderfully fulfilling successful lives the odd thing was they weren t born geniuses they had no extraordinary physical or mental gifts nobody would have picked them out at a young age and said they were destined for greatness how did they do it

The Social Animal

2011-05-05

this entertaining book seeks to unravel an array of pricing puzzles from the one captured in the book's title to why so many prices end with 9 as in 2.99 or 17.9 along the way the author explains how the 9/11 terrorists have through the effects of their heinous acts on the relative prices of various modes of travel killed more americans since 9/11 than they killed that fateful day he also explains how well meaning efforts to spur the use of alternative supposedly environmentally friendly fuels have starved millions of people around the world and given rise to the deforestation of rainforests in malaysia and indonesia

Why Popcorn Costs So Much at the Movies

2008-04-17

full of practical diagrams and maps as well as international case studies this book offers a unique and extensively tested go stop signal framework which allows managers to better understand why consumers are not buying their products and

what can be done to put this right

Business World

2007-10

this important new and original study on the institution of the japanese emperors focuses on the enigma of the institution itself namely the extraordinary continuity of the japanese dynasty which is unknown anywhere else in the world yet which is now at risk on account of more recent laws of succession

Why People (Don't) Buy

2015-05-15

rebound takes the currently unthinkable view that the economy will bounce back faster and stronger from the downturn than most economists expect noted labor economist stephen j rose amasses data on the economic performance of america over the last 30 years to debunk myths about declining middle class incomes burger flipping jobs and global competition he also describes the evolution of the

financial crisis and mortgage lending implosion under the rubric of brilliant idiocy to show how the investors financial firms and regulators all made devastating mistakes in pursuit of quick gains the book argues forcefully that simple financial regulation and forthcoming investments in education health care and energy will pay quick and healthy dividends using economic analysis rather than partisan argument rebound cuts through the clutter of political debate to show how the economy will return to high growth rates

Enigma of the Emperors

2021-10-01

2021-10-01 2021-10-01 2021-10-01 2021-10-01 2021-10-01
2021-10-01 2021-10-01 2021-10-01 2021-10-01 2021-10-01

Rebound

2010-04-13

2010-04-13 2010-04-13 2010-04-13 2010-04-13 2010-04-13

資訊科技服務業的發展，是推動經濟成長的重要動力。隨著物聯網 (IoT) 的普及，企業可以透過數據分析，提高營運效率。此外，雲端服務 (SaaS) 的興起，也為企業提供了更靈活、更安全的解決方案。資訊科技服務業的發展，將進一步推動經濟的轉型與升級。

1. 雲端服務 (SaaS) 的興起
2. 物聯網 (IoT) 的普及
3. 數據分析的應用
4. 資訊安全的重要性
5. 人工智慧的發展
6. 網路安全的挑戰
7. 數位行銷的趨勢
8. 網路犯罪的預防
9. 網路隱私的保護
10. 網路安全的法規

資訊科技服務業的發展

2013-03-01

Business Week

2008

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2018-06-06

portrait of america is an anthology of essays written by some of america s most eminent historians suitable for u s history survey courses the collection has a loose biographical focus the essays in this secondary source reader humanize american history by portraying it as a story of real people with whom students can identify each selection is preceded by an introduction that sets the context and a helpful glossary that identifies important individuals events and concepts the eighth edition includes an essay in which six major historians reflect on the historical significance of september 11 2001

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1994

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L'enigme

2003

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1997

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2007-05-02

The Economist

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1991

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1994

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