



The Return of The Economic Naturalist

By Robert H. Frank

Paperback. Book Condition: New. Not Signed; The Economic Naturalist is back with a whole batch of intriguing new questions and answers, drawn from his New York Times columns, that reveal how we really behave when confronted with economic choices. Do tax cuts for business owners really stimulate employment? Why shouldn't we just leave everything to the market? And why do we all save so little? Discover the answers to these and many more questions. With his trademark plain-speaking wit and insight, Robert Frank shows through dozens of examples how our personal choices about everything from paying for food and housing to large-scale policy decisions about taxation and the regulation of markets all boil down to the same simple economic principles, often resulting in the same wasteful mistakes. He shows that while our desires may be boundless, the resources necessary to satisfy them remain limited and argues that choices are always best made pragmatically - by carefully weighing the costs and benefits of competing options. This is a fascinating, entertaining and revealing collection full of insights that have more bearing than ever on our bank balances and our personal happiness. book.



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