

Rethinking Economics Theory As Rhetoric1 Uwe

It is possible to be irrational without being uneconomic? What is the link between value and values? What do economists do when they explain? We live in times when the economic logic has become unquestionable and all-powerful so that our quotidian economic experiences are defined by their scientific construal. This book is the result of a

This is the third and final volume of collected papers of A.W. Bob Coats. Coats began to collect material for this volume in the years following the publication of the second volume in 1993, but sadly died in 2007, before the work was completed. The volume has now been completed under the editorship of Roger Backhouse and Bruce Caldwell. Along with his articles, the compilation of the volume also reflects Coats' interest in and commitment to book reviews, a selection of which have been chosen for inclusion. The book also includes a comprehensive bibliography. In addition to a preface by Backhouse and Caldwell, the volume also reproduces the obituary that was published in *History of Political Economy*, a memoir published in 1996, and an interview with Grant Fleming, published the previous year. Together, the introductory materials, articles and reviews serve as a fitting tribute to the body of work of Bob Coats.

"The essays in this volume confront the inroads that economics has made into the legal academy.... Law and Economics uses principles of neoclassical economics to develop laws and social policies that maintain if not bolster current allocations of power."—from the Introduction The Law and Economics school has had a significant impact on the legal and governmental landscape in the United States. It posits a perfectly rational "economic man"—*homo economicus*—who is unconstrained by familial and communal ties and who can and should make decisions solely in light of considerations of economic value. *Feminism Confronts Homo Economicus* offers a major intervention in debates about how law has come under the influence of economic principles. Drawing on the latest thinking in the fields of feminist legal theory, critical legal studies, and feminist economics, the essays critique the notion that legal and policy decisions should be made solely through the lens of economics. While the contributors question the wholesale incorporation of the neoclassical economic model into legal analysis, they do not all discard economic analysis and theory. Situated at the intersection of feminism, law, and economics, *Feminism Confronts Homo Economicus* will appeal to scholars and students of these disciplines as well as policy analysts and social theorists interested in family, education, labor, and welfare.

The dominant approach to economic policy has so far failed to adequately address the pressing challenges the world faces today: extreme poverty, widespread joblessness and precarious employment, burgeoning inequality, and large-scale environmental threats. This message was brought home forcibly by the 2008 global economic crisis. *Rethinking Economic Policy for Social Justice* shows how human rights have the potential to transform economic thinking and policy-making with far-reaching consequences for social justice. The authors make the case for a new normative and analytical framework, based on a broader range of objectives which have the potential to increase the substantive freedoms and choices people enjoy in the course of their lives and not on narrow goals such as the growth of gross domestic product. The book covers a range of issues including inequality, fiscal and monetary policy, international development assistance, financial markets, globalization, and economic instability. This new approach allows for a complex interaction between individual rights, collective rights and collective action, as well as encompassing a legal framework which offers formal mechanisms through which unjust policy can be protested. This highly original and accessible book will be essential reading for human rights advocates, economists, policy-makers and those working on questions of social justice.

Economic Injustice and the Rhetoric of the American Dream explores public conversations about why some Americans are rich and others are poor. That question prompts a politically urgent and intellectually valuable inquiry into the rhetorical resources Americans employ to make sense of their peculiar economic arrangements.

Arising out of the author's lifetime fascination with the links between the formal language of mathematical models and natural language, this short book comprises five essays investigating both the economics of language and the language of economics. Ariel Rubinstein touches on the structure imposed on binary relations in daily language, the evolutionary development of the meaning of words, game-theoretical considerations of pragmatics, the language of economic agents and the rhetoric of game theory. These short essays are full of challenging ideas for social scientists that should help to encourage a fundamental rethinking of many of the underlying assumptions in economic theory and game theory.

The *Handbook of Alternative Theories of Economic Development* explores the theories and approaches which, over a prolonged period of time, have existed as viable alternatives to today's mainstream and neo-classical tenets. With a total of 40 specially commissioned chapters, written by the foremost authorities in their respective fields, this volume represents a landmark in the field of economic development. It elucidates the richness of the alternative and sometimes misunderstood ideas which, in different historical contexts, have proved to be vital to the improvement of the human condition. The subject matter is approached from several complementary perspectives. From a historical angle, the Handbook charts the mercantilist and cameralist theories that emerged from the Renaissance and developed further during the Enlightenment. From a geographical angle, it includes chapters on African, Chinese, Indian, and Muslim approaches to economic development. Different schools are also explored and discussed including nineteenth century US development theory, Marxist, Schumpeterian, Latin American structuralism, regulation theory and world systems theories of development. In addition, the Handbook has chapters on important events and institutions including The League of Nations, The Havana Charter, and UNCTAD, as well as on particularly influential development economists. Contemporary topics such as the role of finance, feminism, the agrarian issue, and ecology and the environment are also covered in depth. This comprehensive Handbook offers an unrivalled review and analysis of alternative and heterodox theories of economic development. It should be read by all serious scholars, teachers and students of development studies, and indeed anyone interested in alternatives to development orthodoxy.

By tracing the traditional progression of rhetoric from the Greek Sophists to contemporary theorists, this textbook gives students a conceptual framework for evaluating and practicing persuasive writing and speaking in a wide range of settings and in both written and visual media. The book's expansive historical purview illustrates how persuasive public discourse performs essential social functions and shapes our daily worlds, drawing on the ideas of some of history's greatest thinkers and theorists. The seventh edition includes greater attention to non-Western rhetorics, feminist rhetorics, the rhetoric of science, and European and American critical theory. Known for its clear writing style and contemporary examples throughout, *The History and Theory of Rhetoric* emphasizes the relevance of rhetoric to today's students. This revised edition serves as a core textbook for rhetoric courses in both English and communication programs covering both the historical tradition of rhetoric and contemporary rhetoric studies. This edition includes an instructor's manual and practice quizzes for students at www.routledge.com/cw/herrick

This Reader brings together the exciting and innovative work that has appeared in the last 10 years in the growing field of cultural economy. Brings together exciting and innovative work from the last ten years in the emerging field of cultural economy. Contains a substantial introduction by the editors on the main strands and history of the cultural economy approach. Shows how the pursuit of prosperity always involves multiple and hybrid orderings that cannot be reduced to either the terms culture or economy. Shows that thinking about cultural economy is both a substantive task and a valuable contribution to knowledge. Material is organised around different links in the value chain. 'No reality please. We're economists'. There is a wide spread belief that modern economics is irrelevant to the understanding of the real world. In a controversial and original study, Tony Lawson argues that the root of this irrelevance is in the failure of economists to find methods and tools which are appropriate for the social world it addresses

Rethinking Economics From Analogies to the Real World Springer

Beyond the Marketplace is an interdisciplinary view of the relationship between markets and society. Do individuals behave in markets as neoclassical theory assumes they do? Can other social institutions and processes--e.g., family formation and voting behavior--be analyzed with the same analytic tools we use to study markets? How is economic behavior shaped by institutions beyond the marketplace? Do markets themselves have a social and cultural structure which is not adequately explained by the formal tools of neoclassical analysis? In *Beyond the Marketplace*, economists, sociologists, political scientists, historians, and anthropologists respond to these, and related, questions.

In an era of globalization, private markets are expected to dominate the distribution of goods worldwide. Yet surprisingly little empirical work is conducted on them. The sensitive and secret nature of trading information, the complexity of real markets and the lack of official data other than that on price can all cause problems. This book seeks to overcome these in examining arguably the most difficult markets of all - agricultural markets under conditions of underdevelopment. Case-studies from nine countries covering all three underdeveloped continents offer a comprehensive overview of the lessons to be learnt from field experience.

When the Chinese economic reforms began in 1978, Marxist economics infused all the institutions of economic theory in China, from academic departments and economics journals to government departments and economic think tanks. By the year 2000, neoclassical economics dominated these institutions and organized most economic discussion. This book explains how and why neoclassical economic theory replaced Marxist economic theory as the dominant economics paradigm in China. It rejects the idea that the rise of neoclassical theory was a triumph of reason over ideology, and instead, using a sociology of knowledge approach, links the rise of neoclassical economics to broad ideological currents and to the political-economic projects that key social groups inside and outside China wanted to enable. The book concludes with a discussion of the nature of economic theory and economics education in China today.

This brief responds to the criticism that mainstream economics is currently facing due to its heavy reliance on models and narrow range of quantitative research techniques. It takes a broader view, identifying issues that are also relevant for heterodox and pluralist approaches to economics. By acknowledging that the world of theory is not the same as the reality that we are trying to understand, the brief focuses on three paths that generally receive little attention. These are: from theory to the real world; from theory to empirical analysis; and from empirical results to policy application. Each path highlights a range of related concerns and qualifications, and the focus on these transitions provides a strong basis for critical evaluation of analyses and potentially more realistic results and recommendations. It also provides a framework for synthesizing information from alternative schools of thought and across disciplines. In addition, the importance of framing and rhetoric is demonstrated. The brief addresses philosophical and methodological issues using a clear, non-technical approach that can be easily understood by a non-specialist audience.

This book provides an analysis of the work of Adam Smith and Milton Friedman. It argues that these authors use argumentative and narrative depictions of character to reinforce a sense of societal decorum as a stabilizing foundation for their theories.

Mainstream textbooks present economics as an objective science free from value judgements; that settles disputes by testing hypotheses; that applies a pre-determined body of principles; and contains policy prescriptions supported by a consensus of professional opinion. The *Economics Anti-Textbook* argues that this is a myth - one which is not only dangerously misleading but also bland and boring. It challenges the mainstream textbooks' assumptions, arguments, models and evidence. It puts the controversy and excitement back into economics to reveal a fascinating and a vibrant field of study - one which is more an 'art of persuasion' than it is a science. The *Economics Anti-Textbook's* chapters parallel the major topics in the typical text, beginning with a boiled-down account of them before presenting an analysis and critique. Drawing on the work of leading economists, the *Anti-Textbook* lays bare the blind spots in the texts and their sins of omission and commission. It shows where hidden value judgements are made and when contrary evidence is ignored. It shows the claims made without any evidence and the alternative theories that aren't mentioned. It shows the importance of power, social context and legal framework. The *Economics Anti-Textbook* is the students' guide to decoding the textbooks and shows how real economics is much more interesting than most economists are willing to let on.

As the United States struggles and the economies of Europe stagger, we fail to see a way out of this agonizing cycle of repeated financial meltdowns. In fact, there are thousands of ways to solve not only our recurring fiscal crises but our ongoing social and ecological debacles as well. Solutions are already in place where terrible problems once existed. The changes came about not through increased conventional taxation, enlightened self-interest, or government programs but by people simply rethinking the concept of money. With this restructuring, everything changes. In this visionary book, Bernard Lietaer and Jacqui Dunne explore the origins of our current monetary system—built on bank debt and scarcity—revealing the surprising and sometimes shocking ways its unconscious limitations give rise to so many serious problems. But there is hope. The authors present stories of ordinary people and their communities using new money, working in cooperation with national currencies, to strengthen local economies, create work, beautify cities, and provide education—and so much more is possible. These real-world examples are just the tip of the iceberg—over 4,000 cooperative currencies are already in existence. The book provides remedies for challenges faced by governments, businesses, nonprofits, local communities, and even banks. It demystifies a complex and critically important topic

and will strike a deep chord with readers eager to find innovative, meaningful solutions that will do far more than restore prosperity—it will provide the framework for an era of sustainable abundance.

This title was first published in 2001. To be effective, economics must take into consideration the complex nature of human beings and the contextual, institutional, social and historical factors at play. This text is designed to help economists to be economic foxes by increasing the range of economists' tools, drawing on the knowledge and experience of other disciplines, to cope better with the extraordinary complexity of the modern economy. The objective is to provide the same kind of revelation in understanding an economy that an artist possesses in the visual arts. A beginner looking at a still life sees a green bottle, a red apple and a yellow cloth on a table top. An artist, however, can point out to him all the nuances of colour. Following a rapid dissection of the canonical hypotheses of contemporary economic theory, different sectors of the real economy are explored: the corporation; corporate governance; services; the public sector; civil society; professions; social capital; national cultures; and the tropics.

'This is an important text. It brings together critical reflections on the discipline's contribution in terms of theory, practice and pedagogy and as such is equally as insightful and challenging as some of its recent predecessors (eg Brown et al 1996; Brown and Turley 1997; Brown 1998). The book represents a useful point of departure for those setting off on their own critical journeys and, thus, it should be included on the reading lists of all those carrying out masters or doctoral research in marketing' - Journal of Marketing Management This book provides a challenging and stimulating coverage of a broad range of key issues in contemporary marketing - such as marketing philosophy, marketing ethics, the mar

This volume extends its insights into the fields of economic methodology and economic theory in such a way as to open up new forms of investigation in economics and transform the nature of economic reasoning.

'The Learning Economy and the Economics of Hope' brings together the most important contributions by an expert on policies, management and economics of innovation and knowledge. It offers original insights in processes of innovation and learning and it draws implications for economic theory and public policy. It introduces the reader to important concepts such as innovation systems and the learning economy. It throws a new light on economic development and opens up for a new kind of economics – the economics of hope. It offers a fresh perspective on many of the most important global challenges of today showing how full attention to the characteristics of the learning economy needs to be combined with innovation in global governance. The analysis demonstrates that new technology is developed in an interaction between individuals and organizations and that innovation would not thrive in an economy similar to textbook models of pure markets and perfect competition. It also shows that innovation requires that scientific knowledge is combined with experience based learning and that the performance of innovation systems therefore reflects the combination of research efforts and organizational learning. Growing inequality in income and in access to knowledge and learning is presented as a threat to social cohesion and global well-being. In the concluding part of the book the conceptual framework is used to study how China's innovation system and policy, Europe's crisis and underdevelopment in Africa interact is shaping an imbalanced and crisis ridden world system. A new kind of economics, policy learning and new regimes of global governance are presented as elements of hope for the future.

This is not yet another book on New Labour and neoliberalism - but the only book which uses policy case study evidence to show the rhetorical nature of the commitment New Labour appeared to have been making to education. Unlike other books on that era, this one aims to review New Labour's time in government through specific policy texts. This book reviews some of the major policy shifts in the education sector, analysing selected case study policies in order to articulate dominant discourses in recent policy-making which have helped establish a particular hegemony. The book's originality lies in its policy analysis and case study base, whereby key policy texts across different sectors are dissected using the 'policy cycle' framework, allowing for an in depth analysis of the policy discourse as well as a discussion on how the neoliberal agenda was reflected and /or promoted. Education is often only perceived as limited to policies relating to schools and higher education. However the book seeks to demonstrate that education as a sector is a much broader field and therefore the areas covered include key policies in citizenship and youth work, widening participation in higher education, the place of inclusive education in the curriculum, the undergraduate medical curriculum, and the effect of the Cox review on creativity. In effect the broad selection of sectors demonstrates that New Labour's education policies were not only detrimental in traditional education settings, but also affected areas such as medicine and the media which are of importance to those who no longer are affected by what happens in institutions of learning and teaching. The book is consequently relevant for a much wider audience beyond the education community.

This is the first book to examine the central tenets of economics from a feminist point of view. In these original essays, the authors suggest that the discipline of economics could be improved by freeing itself from masculine biases. Beyond Economic Man raises questions about the discipline not because economics is too objective but because it is not objective enough. The contributors—nine economists, a sociologist, and a philosopher—discuss the extent to which gender has influenced both the range of subjects economists have studied and the way in which scholars have conducted their studies. They investigate, for example, how masculine concerns underlie economists' concentration on market as opposed to household activities and their emphasis on individual choice to the exclusion of social constraints on choice. This focus on masculine interests, the contributors contend, has biased the definition and boundaries of the discipline, its central assumptions, and its preferred rhetoric and methods. However, the aim of this book is not to reject current economic practices, but to broaden them, permitting a fuller understanding of economic phenomena. These essays examine current economic practices in the light of a feminist understanding of gender differences as socially constructed rather than based on essential male and female characteristics. The authors use this concept of gender, along with feminist readings of rhetoric and the history of science, as well as postmodernist theory and personal experience as economists, to analyze the boundaries, assumptions, and methods of neoclassical, socialist, and institutionalist economics. The contributors are Rebecca M. Blank, Paula England, Marianne A. Ferber, Nancy Folbre, Ann L. Jennings, Helen E. Longino, Donald N. McCloskey, Julie A. Nelson, Robert M. Solow, Diana Strassmann, and Rhonda M. Williams.

This book explores issues of modernism and postmodernism in relation to knowledge: methods of inquiry, operations of the mind, the role of values, conceptions of self, and the problematic of reason. Among the distinguished contributors are Michael Arbib, Aaron Ben-Zeev, Helen Couclelis, Mihaly Csikszentmihalyi, Jane Flax, George E. Marcus, Donald McCloskey, Donald Schon, Barbara Herrnstein Smith, and Charles Taylor.

Marc R. Tool, both through his writings and his editorship of the Journal of Economic Issues, has had a profound influence on institutional economics. Tool's efforts, in his own words, "has been to keep values on the agenda of economic inquiry," which is another way of saying "keep economic inquiry relevant. " Tool's work on the theory of social value and instrumental valuation has helped to keep institutional

economics focused on the core economic and social issues facing society, providing both a perspective from which to analyze the economy and a criteria for evaluating outcomes. This collection of essays is a testament to this legacy. Although these 15 chapters cover a wide and diverse range of topics, it is the common themes which are most striking: the inescapable necessity of values in economic discourse; the central role of valuation in economic activity; and most importantly, the requirement of democratic participation to achieve "efficient" solutions to the economic problem. These essays are offered to honor a body of work, a set of ideas, but mostly a man who, by directing economic inquiry to these core issues, has promoted "the continuity of human life and the noninvidious recreation of community through the instrumental use of knowledge.

This book examines the diffusion of economic ideas in East Asia, assessing the impact of external ideas on internal theory and practice. It considers economists from Adam Smith onwards, including Marx, Keynes, Hayek and contemporary economists, and covers the subject both historically and also includes present day and likely future developments. The book covers all the major countries of East Asia, and pays particular attention to specific economists who have had a strong impact in specific countries, and to important developments in economic theory in East Asia, exploring how far these have been driven by Western economic ideas. This book will be welcomed by students and scholars of East Asia and South-east Asia, as well as those interested in economics, economic history and management.

Treating the market economy as a complex adaptive system offers a better explanation of how it works than does the mechanical analogy of neoclassical equilibrium theory. The nonlinear interactions of millions of individual human beings, coupled with the influence of chance, result in the emergence of markets. Other regularities emerge in the patterns of economic growth, business cycles and in the spatial locations of economic activity. Rethinking Economic Behaviour demonstrates the implication of complexity theory for business and government decision-making, and concludes with an assessment of the future evolution of the market economy.

This reader is designed for use as a primary or supplementary text for courses on women's role in the economy. Both interdisciplinary and heterodox in its approach, it showcases feminist economic analyses that utilize insights from institutionalism as well as neoclassical economics. Including both classic and newer selections from a broad range of areas, each section includes an introduction with background material, as well as discussion questions, exercises, and lists of key terms and further readings.

Economics as a Social Science is a highly readable critique of economic theory, based on a wide range of research, that endeavors to restore economics to its proper role as a social science. Contrary to conventional economic theory, which assumes that people have no free will, this book instead bases economics on the realistic assumption that human beings can choose; that we are complex beings affected by emotion, custom, habit, and reason; and that our behavior varies with circumstances and times. It embraces the findings of history, psychology, and other social sciences and the insights from great literature on human behavior as opposed to the rigidity set by mathematical axioms that define how economics is understood and practiced today. Andrew M. Kamarck demonstrates that only rough accuracy is attainable in economic measurement, and that understanding an economy requires knowledge from other disciplines. The canonical hypotheses of economics (perfect rationality, self-interest, equilibrium) are shown to be inadequate (and in the case of "equilibrium" to be counterproductive to understanding the forces that dominate the economy), and more satisfactory assumptions provided. The market is shown to work imperfectly and to require appropriate institutions to perform its function reasonably well. Further, Kamarck argues that self-interest does not always lead to helping the general interest. Economics as a Social Science examines and revises the fundamental assumptions of economics. Because it avoids jargon and explains terms carefully, it will be of interest to economics majors as well as to graduate students of economics and other social sciences, and social scientists working in government and the private sector. Andrew M. Kamarck is former Director, Economic Development Institute, the World Bank.

Reinventing (with) Theory in Rhetoric and Writing Studies collects original scholarship that takes up and extends the practices of inventive theorizing that characterize Sharon Crowley's body of work. Including sixteen chapters by established and emerging scholars and an interview with Crowley, the book shows that doing theory is a contingent and continual rhetorical process that is indispensable for understanding situations and their potential significance—and for discovering the available means of persuasion. For Crowley, theory is a basic building block of rhetoric "produced by and within specific times and locations as a means of opening other ways of believing or acting." Doing theory, in this sense, is the practice of surveying the common sense of the community (doxa) and discovering the available means of persuasion (invention). The ultimate goal of doing theory is not to prescribe certain actions but to ascertain what options exist for rhetors to see the world differently, to discover new possibilities for thought and action, and thereby to effect change in the world. The scholarship collected in Reinventing (with) Theory in Rhetoric and Writing Studies takes Crowley's notion of theory as an invitation to develop new avenues for believing and acting. By reinventing the understanding of theory and its role in the field, this collection makes an important contribution to scholarship in rhetorical studies and writing studies. It will be valuable to scholars, teachers, and students interested in diverse theoretical directions in rhetoric and writing studies as well as in race, gender, and disability theories, religious rhetorics, digital rhetoric, and the history of rhetoric. Publication supported in part by the Texas Tech University Humanities Center. Contributors: Jason Barrett-Fox, Geoffrey Clegg, Kirsti Cole, Joshua Daniel-Wariya, Diane Davis, Rebecca Disrud, Bre Garrett, Catherine C. Gouge, Debra Hawhee, Matthew Heard, Joshua C. Hilst, David G. Holmes, Bruce Horner, William B. Lalicker, Jennifer Lin LeMesurier, James C. McDonald, Timothy Oleksiak, Dawn Penich-Thacker, J. Blake Scott, Victor J. Vitanza, Susan Wyche

Institutional economics is a sociocultural discipline and policy science which draws on the idea that economies are best understood through an appreciation of history, real-world institutions, and socioeconomic interrelations. This book brings together leading institutionalists to examine the tradition's most essential perspectives and methods. The contributors to the book draw on a broad range of institutional thought from the classic work of Thorstein Veblen, John R. Commons, and Karl Polanyi, to the newer viewpoints of post-Keynesian institutionalism, feminist institutionalism, and environmental institutionalism. Methods range from frameworks used to analyze public policy and institutional change, to modes of analysis including myth busting, historically grounded narratives, and computer-based simulations. Each chapter surveys the origins, development, key features, applications, and frontiers of a particular viewpoint, framework, or mode of analysis. Due consideration is given to both strengths and weaknesses; and woven into the chapters is attention to core institutionalist concepts, including technology, institutions, culture, and complexity. The book provides economists with promising starting points for new research, students with contributions refreshingly in touch with the real world, and policymakers and social scientists with compelling reasons for engaging further with the institutionalist tradition.

Economics is a broad and diverse discipline, but most economics textbooks only cover one way of thinking about the economy. This book provides an accessible introduction to nine different approaches to economics: from feminist to ecological and Marxist to behavioural. Each chapter is written by a leading expert in the field described and is intended to stand on its own as well as providing an ambitious survey that seeks to highlight the true diversity of economic thought. Students of economics around the world have begun to demand a more open economics education. This book represents a first step in creating the materials needed to introduce new and diverse ideas into the static world of undergraduate economics. This book will provide context for undergraduate students by placing the mainstream of economic thought side by side with more heterodox schools. This is in keeping with the Rethinking Economics campaign which argues that students are better served when they are presented with a spectrum of economic ideas rather than just

the dominant paradigm. Rethinking Economics: An Introduction to Pluralist Economics is a great entry-level economics textbook for lecturers looking to introduce students to the broader range of ideas explored within the economics profession. It is also appropriate and accessible for people outside of academia who are interested in economics and economic theory.

This collection examines the different forces and factors that affect professional writing and communication practices in various social, economic, political, and technological contexts in the nations of the former Soviet Union and the former Eastern Bloc.

The 1993 publication of Marianne A. Ferber and Julie A. Nelson's *Beyond Economic Man* was a landmark in both feminist scholarship and the discipline of economics, and it quickly became a handbook for those seeking to explore the emerging connections between the two. A decade later, this book looks back at the progress of feminist economics and forward to its future, offering both a thorough overview of feminist economic thought and a collection of new, high-quality work from the field's leading scholars.

This study seeks to demonstrate the subtle ways in which changes in the language associated with economic issues are reflective of a gradual but quantifiable conservative ideological shift. In this rigorous analysis, David George uses as his data a century of word usage within *The New York Times*, starting in 1900. It is not always obvious how the changes identified necessarily reflect a stronger prejudice toward laissez-faire free market capitalism, and so much of the book seeks to demonstrate the subtle ways in which the changing language indeed carries with it a political message. This analysis is made through exploration of five major areas of focus: "economics rhetoric" scholarship and the growing "behavioral economics" school of thought; the discourse of government and taxation; the changing meaning of "competition," and "competitive"; changing attitudes toward labor; and the celebration of growth relative to the decline in attention to economic justice and social equality.

A classic in its field, this pathbreaking book humanized the scientific rhetoric of economics to reveal its literary soul. Economics needs to admit that it, like other sciences, works with metaphors and stories. Its most mathematical and statistical moments are properly dominated by comparison and narration, that is to say, human persuasion. The book was McCloskey's opening move in the development of a "humanomics," and unification of the sciences and the humanities on the field of ordinary business life.

These articles, over thirty in total, reflect the best and latest thought in the exciting field of economic sociology. Beginning with the foundation of Smith, Marx, Engels and Polanyi, the volume gathers some of the best writings by economic sociologists that consider national and world economies as both products and influences of society. Contains over twenty articles by classical and contemporary economic social theorists. Covers important topics on economic action, states, and markets. Includes insightful editorial introductions and further reading suggestions.

It should serve as a useful reference tool for all those studying postmodernism and the history of economic thought. The question of how to allocate scarce medical resources has become an important public policy issue in recent decades. Cost-utility analysis is the most commonly used method for determining the allocation of these resources, but this book counters the argument that overcoming its inherent imbalances is simply a question of implementing methodological changes. *The Economics of Resource Allocation in Health Care* represents the first comprehensive analysis of equity weighting in health care resource allocation that offers a fundamental critique of its basic framework. It offers a critique of health economics, putting the discourse on economic evaluation into its broader socio-political context. Such an approach broadens the debate on fairness in health economics and ties it in with deeper-rooted problems in moral philosophy. Ultimately, this interdisciplinary study calls for the adoption of a fundamentally different paradigm to address the distribution of scarce medical resources. This book will be of interest to policy makers, health care professionals, and post-graduate students looking to broaden their understanding of the economics of the health care system.

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