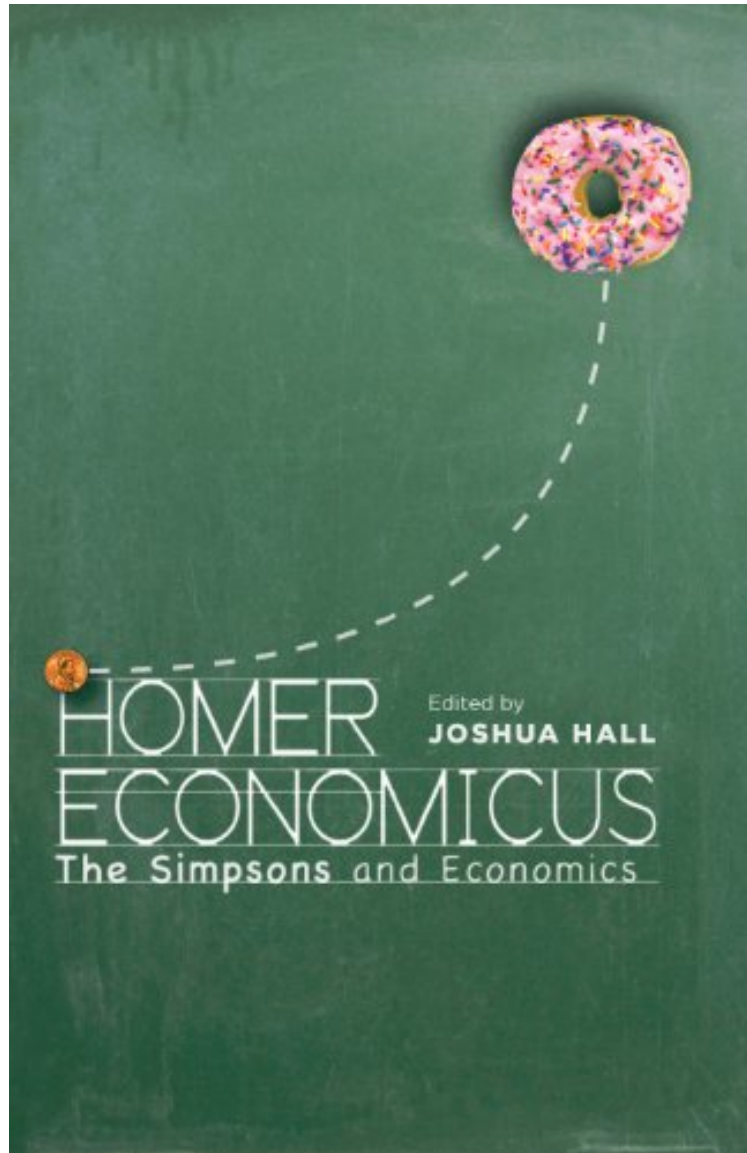


Homer Economicus: The Simpsons and Economics

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From Stanford Economics and Finance : Homer Economicus: The Simpsons and Economics before purchasing it in order to gage whether or not it would be worth my time, and all praised Homer Economicus: The Simpsons and Economics:

0 of 0 people found the following review helpful. This is the best introductory level economics book that I have read in ...By JohnThis is the best introductory level economics book that I have read in a while. It has a fantastic collection of contributors, and who could argue with a title like "Homer Economicus"?4 of 5 people found the following review helpful. Wonderful teaching toolBy Ryan YoungMost academic disciplines disdain popularization in general, and pop

culture in particular. This book is an example of why both those attitudes are misguided. It starts with the basics--the first chapters read as though they assume no prior knowledge of economics at all. While this reader was initially disappointed by how basic those early chapters are, I changed my opinion upon realizing that literally anyone who likes the Simpsons can pick up this book and be completely unintimidated by it. Chapter 2 stands out in particular for its quality of exposition and sense of humor. This alone makes *Homer Economicus* a valuable contribution; the world needs more people who understand the economic way of thinking. Once the basics are established, the book progresses to more advanced topics. There are high-quality chapters on public choice theory, behavioral economics, and other subfields. But if the non-economist reader absorbs the earlier lessons--and even if not, in many cases, so accommodating are the authors--that what once seemed arcane technical gibberish comes alive in easy-to-understand examples from the show. *Homer Economicus* would make a wonderful teaching tool for high school and undergraduate economics courses; teachers take note. It is also a good read for anyone who is a fan of the show, whether layman or professional economist. Bravo.

0 of 0 people found the following review helpful. EconomicsBy hali zinkI really liked this book. I am in an entry level economics class and it really helped my understanding of topics. Not to mention, Dr. Joshua Hall is my professor and really knows his stuff! 5 stars!

In *Homer Economicus* a cast of lively contributors takes a field trip to Springfield, where the Simpsons reveal that economics is everywhere. By exploring the hometown of television's first family, this book provides readers with the economic tools and insights to guide them at work, at home, and at the ballot box. Since *The Simpsons* centers on the daily lives of the Simpson family and its colorful neighbors, three opening chapters focus on individual behavior and decision-making, introducing readers to the economic way of thinking about the world. Part II guides readers through six chapters on money, markets, and government. A third and final section discusses timely topics in applied microeconomics, including immigration, gambling, and health care as seen in *The Simpsons*. Reinforcing the nuts and bolts laid out in any principles text in an entertaining and culturally relevant way, this book is an excellent teaching resource that will also be at home on the bookshelf of an avid reader of pop economics.

"This 16-chapter volume will prove valuable, not only to instructors seeking to make their economics principles classes livelier, but to general readers. Those who have long avoided the 'Queen of the Social Sciences' will find *Homer Economicus* a stimulating and pleasurable introduction to the field. They may well lose any natural inhibitions about thinking like an economist?which is not, as popular prejudice would have it, thinking cold-bloodedly or relying excessively on mathematical or graphical tools to model and understand human behavior. In Springfield, these authors show us, profound economic insights can emerge from the most mundane human activities, and we can develop a powerful intuition about economic decision-making by studying even silly or hilarious scenarios . . . So if you want a sneakily entertaining way to start thinking like an economist, grab a donut or a Duff, get comfortable on the living room sofa, and started reading about those two-dimensional but remarkably interesting creations of cartoonist Matt Groening." (Stephen J.K. Walters)"*Homer Economicus* quenches your thirst for learning like a Duff beer. The reader, through the lens of *The Simpsons*, will learn more about economics in a few hours than any textbook can possibly teach. My advice is that you kick back, put your feet up at your desk and enjoy a donut or two while you read this fascinating collection. Mmm." (G. Dirk Mateer, Senior Lecturer)"*Homer Economicus* in action! *The Simpsons* is an excellent window onto the world of economics, and this book shows you how and why." (Tyler Cowen George Mason University, blogger at *The Marginal Revolution*, and author of *Discover Your Inner Economist*)"This work may be the exception to the general rule that economics books that carry a movie, cartoon, or literary theme are tedious. In a book that will capture the imaginations of avid readers of pop economics, Hall manages to pull together a collection that references all the characters in the popular television show . . . Recommended." (B. P. Keating CHOICE)About the AuthorJoshua C. Hall is Associate Professor of Economics at West Virginia University. Formerly an Economist for the Joint Economic Committee of the U.S. Congress, he is a co-author of the widely-cited *Economic Freedom of the World* reports and author of over 50 articles in journals. Hall has taught principles of microeconomics throughout his career.