

The Economics Book clearly and simply explains more than one hundred groundbreaking ideas in economics, from the earliest experiences of trade to global economic crises. Using easy-to-follow graphics and artworks, succinct quotations, and thoroughly accessible text, The Economics Book makes abstract concepts of money and trade concrete. The Economics Book includes innovative ideas from the history of economics, from Thomas Aquinas' rules of markets and morality to Jeffrey Sachs' theories on international debt relief. Learn about the earliest ideas in economics, such as property rights and the function of money, and progress to present-day economic thought, from explanations on economic bubbles to the relationship between economics and the environment. The Economics Book includes: - More than 100 key ideas and principles in economic thought, from antiquity to present day - Brief biographies and context boxes to give the full historical context of each idea - A reference section with a glossary of economic terms and a directory of economic thinkers The clear and concise summaries, graphics, and quotations in The Economics Book will help even the complete novice understand the fascinating world of economic thought.

From Booklist *Starred * To most readers, the term engaging economics book is an oxymoron. This cleverly presented new volume may change that. The Economics Book takes a unique approach to elucidating this often murky subject through well-written entries. Arranged by both subtopic and time frame, the history of economic theory, notable world events, and biographies of key players are presented in six chapters, titled "Let the Trading Begin (400 BCE–1770 CE)," "The Age of Reason (1770–1820)," "Industrial and Economic Revolutions (1820–1929)," "War and Depressions (1929–1945)," "Post-War Economics (1945–1970)," and "Contemporary Economics (1970–present)." Chapters vary in length from 10 to 27 entries, each accompanied by an "In Context" sidebar and voluminous supporting illustrations, including flowcharts, graphs, and pictures. The book concludes with a directory of influential economic thinkers, a brief glossary, and an adequate index. The book's brilliance lies in its packaging of economic theory into easily digestible essays (e.g. "The Economy is a Yo-Yo: Boom and Bust;" "Make the Polluter Pay: External Costs;" "Crowds Breed Collective Insanity: Economic Bubbles"). Overall, this book will make economics not only accessible but potentially even fascinating to a wide range of readers at and above a high-school reading level. --Jennifer Michaelson "This entertaining and informative volume will make economics not only accessible but potentially even fascinating to a wide range of readers at and above a high-school reading level." --Booklist Editors' Choice: Reference Sources "[The Big Ideas Simply Explained books] are beautifully illustrated with shadow-like cartoons that break down even the most difficult concepts so they are easier to grasp. These step-by-step diagrams are an incredibly clever learning device to include, especially for visual learners." --Examiner.com "The Economics Book takes a unique approach to elucidating this often murky subject through well-written entries. The book's brilliance lies in its packaging of economic theory into easily digestible essays. Overall, this book will make economics not only accessible but potentially even fascinating to a wide range of readers at and above a high-school reading level." --Booklist *Starred