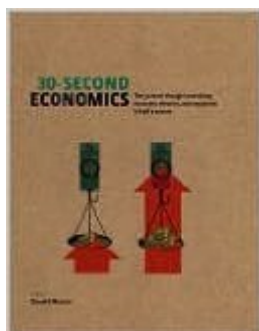


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30-Second Economics



Synopsis

30-Second Economics

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Customer Reviews

Given the ubiquity and comprehensiveness of the Internet, especially given free sites like Wikipedia, reference books have a tougher time selling readers on their utility. "30-Second Economics" illustrates this market niche is yet not ready for a memorial service. The value of "30-Second Economics" is to serve as an easy reference to both the great economic ideas and some of the people who've influenced economic theory. Each idea is supposed to take thirty seconds to cover, it actually takes a little longer. The value of becoming cognizant of these ideas should help people make superior business decisions, take better positions on policy prescriptions, and observe when politicians demonstrate they're economic illiterates and/or proposing policies which will do the opposite of that which they claim is their objective. If the reader wants a more substantial review of these fifty ideas or the noted economists, there's always Wikipedia or other books that drill down into the topic. "30 Second Economics" serves as a nice coffee table book given each two-page set per idea makes for quick reading or as a handy arms-length reference when the home-bound reader wants a refresher on the topic. While the editor Donald Marron has served politicians in his career as an economist, the book is refreshingly devoid of bias that would misinform readers. I only encountered two observations of bias. One grossly misrepresented the idea and benefits of supply-side economics - in spite of Dr. Marron serving the W. Bush Administration.

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