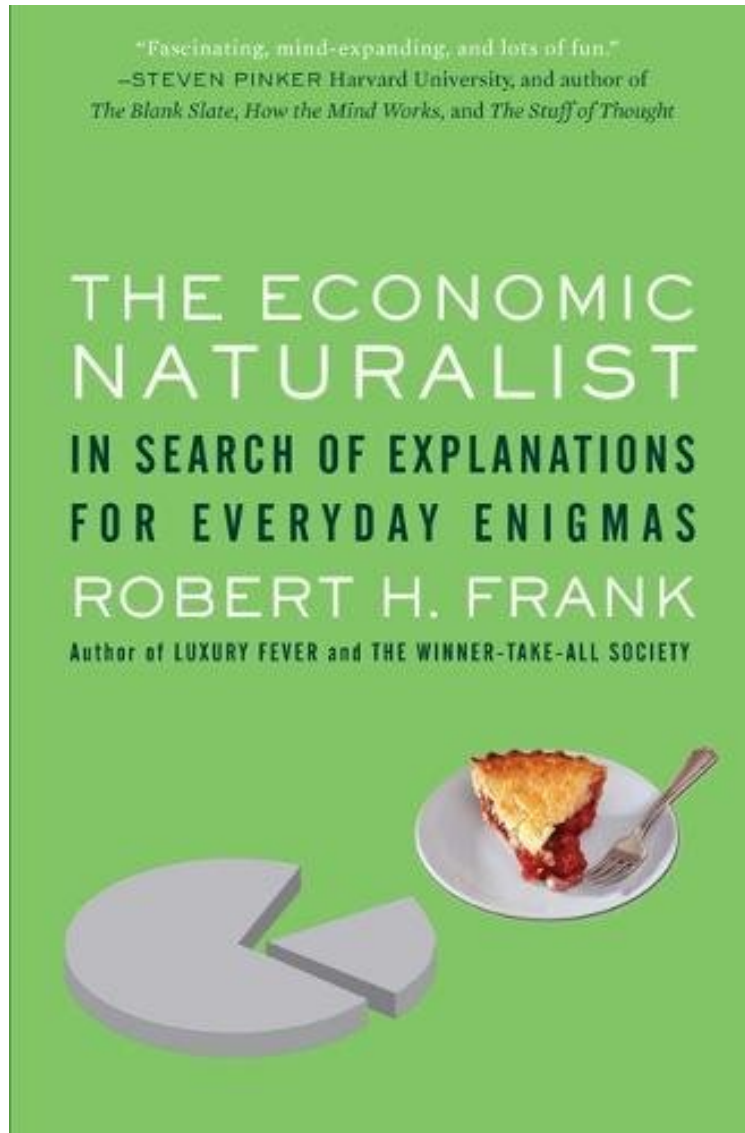


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The Economic Naturalist: In Search of Explanations for Everyday Enigmas

Robert H. Frank

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2 of 2 people found the following review helpful. Economics-NOTBy MurftheSurfIt lacks cohesion - I was hoping a

for more systematic approach with interesting vignettes, but while some of the 'stories' or 'problems' are interesting they just don't provide much help in understanding economics. 2 of 4 people found the following review helpful. A good complement for any introductory economics course

By Rafael C. This book, in contrast to *Freakonomics*, the *Undercover Economist*, or other book of that sort, actually explains all basic economics principles and tools that you use both implicitly and explicitly in economics, such as the cost-benefit principle, supply and demand, working with marginal terms, etc. So it really can be used as a good complement to any introductory course in economics, mainly because it helps connecting all the models, graphical and mathematical explanations with the effects they produce in real life.

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By xtw Excellent book. Be aware it's exactly the same book than *The Economic Naturalist: Why Economics Explain Almost Everything (with blue cover)* I have bought the same content book but with different book name.

Why do the keypads on drive-up cash machines have Braille dots? Why are round-trip fares from Orlando to Kansas City higher than those from Kansas City to Orlando? For decades, Robert Frank has been asking his economics students to pose and answer questions like these as a way of learning how economic principles operate in the real world—which they do everywhere, all the time. Once you learn to think like an economist, all kinds of puzzling observations start to make sense. Drive-up ATM keypads have Braille dots because it's cheaper to make the same machine for both drive-up and walk-up locations. Travelers from Kansas City to Orlando pay less because they are usually price-sensitive tourists with many choices of destination, whereas travelers originating from Orlando typically choose Kansas City for specific family or business reasons. *The Economic Naturalist* employs basic economic principles to answer scores of intriguing questions from everyday life, and, along the way, introduces key ideas such as the cost-benefit principle, the no cash on the table principle, and the law of one price. This is as delightful and painless a way to learn fundamental economics as there is.

About the Author Robert H. Frank is the Henrietta Johnson Louis Professor of Management and Professor of Economics at Cornell University's Johnson Graduate School of Management. His Economic Scene column appears monthly in the *New York Times*. His previous books include *The Winner-Take-All Society* (with Philip Cook), *Luxury Fever*, and *Principles of Economics* (with Ben Bernanke). Frank's many awards include the Apple Distinguished Teaching Award and the Leontief Prize for Advancing the Frontiers of Economic Thought. He lives in Ithaca, New York.