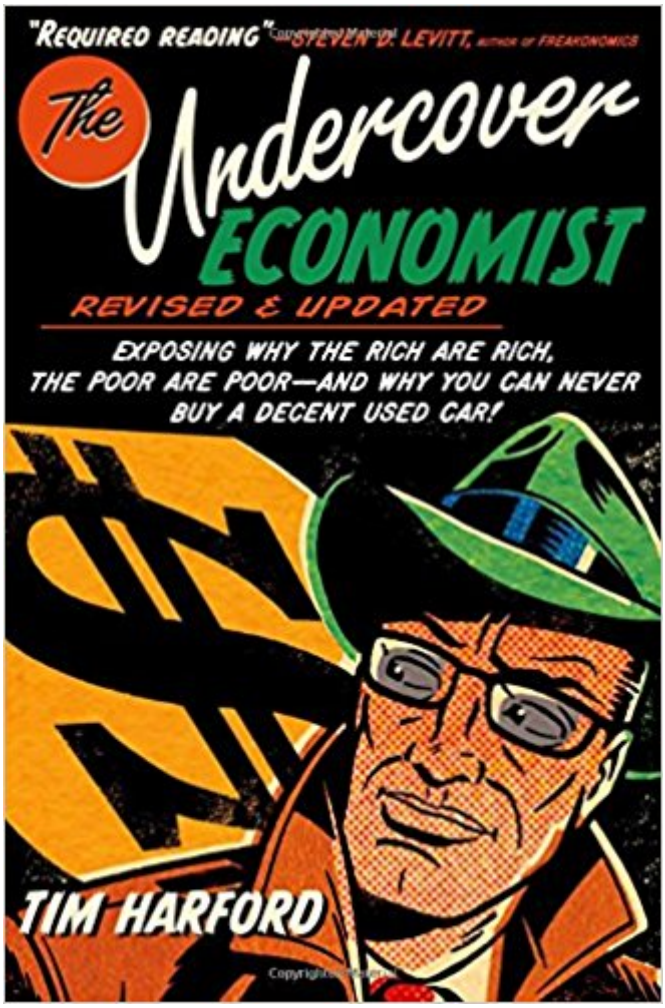
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Synopsis

With over one million copies sold, The Undercover Economist has been hailed worldwide as a fantastic guide to the fundamental principles of economics. An economist’s version of The Way Things Work, this engaging volume is part Economics 101 and part exposÃƒÂ© of the economic principles lurking behind daily events, explaining everything from traffic jams to high coffee prices. New to this edition: This revised edition, newly updated to consider the banking crisis and economic turbulence of the last four years, is essential for anyone who has wondered why the gap between rich and poor nations is so great, or why they can’t seem to find a decent second-hand car, or how to outwit Starbucks. Senior columnist for the Financial Times Tim Harford brings his experience and insight as he ranges from Africa, Asia, Europe, and the United States to reveal how supermarkets, airlines, and coffee chains--to name just a few--are vacuuming money from our wallets. Harford punctures the myths surrounding some of today’s biggest controversies, including the high cost of health-care; he reveals why certain environmental laws can put a smile on a landlord’s face; and he explains why some industries can have high profits for innocent reasons, while in other industries something sinister is going on. Covering an array of economic concepts including scarce resources, market power, efficiency, price gouging, market failure, inside information, and game theory, Harford sheds light on how these forces shape our day-to-day lives, often without our knowing it. Showing us the world through the eyes of an economist, Tim Harford reveals that everyday events are intricate games of negotiations, contests of strength, and battles of wits. Written with a light touch and sly wit, The Undercover Economist turns "the dismal science" into a true delight.

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"This is a book to savor." --The New York Times"Harford is smart. Scary smart. So smart he can illuminate, in clear, entertaining English, ideas and forces of mind-boggling complexity." --BusinessWeek "The Undercover Economist is a rare specimen: a book on economics that will enthrall its readers. Beautifully written and argued, it brings the power of economics to life. This book should be required reading for every elected official, business leader, and university student." --Steven D. Levitt, author of Freakonomics "For anyone schooled in blackboard economics, The Undercover Economist succeeds in taking the chalkdust out of the subject."--The Economist "Distinguishes itself from the pack... lively and insightful." --The Wall Street Journal

Tim Harford is a senior columnist for the Financial Times and author of several books. He is a visiting fellow at Nuffield College, Oxford, a senior visiting fellow at Cass Business School, and he lives in Oxford with his wife and three children.

Tim does a fantastic job explaining important economic concepts and without the confusing charts, graphs and formulas you usually see in an economics course. You get some fascinating anecdotes about how economics plays out in everyday life. You will never look at a supermarket or Starbucks quite the same away again. Tim delivers on every provocative question he asks in this book and answers the all important question of what the major difference is between rich countries and poor countries.

My book came in quickly and the hardcover was in top condition. I bought this book for my economics class, as we had an assignment regarding content in the book that relates to the subject matter we've covered in lecture. This book is very relevant to everything, and the way the material is presented makes it easy to comprehend. There are many "Aha!"moments throughout the book, and I can say I thoroughly enjoy it.

Reading for an econ class. Only 2 chapters in, but it is a fun read so far.

Useful anecdotes. Well written. As an IB Econ teacher I have used it as a supplement resource. His second book, though, may be better. I have just started it and find it more closely follows the macro

syllabus. Still, the last few chapters of this book are useful for debate on development, trade, and growth.

I enjoyed this book. The author explains complex economonic concepts in simple terms with (often funny, always interesting) examples. He does gloss over some details for the sake of clarity, which sometimes made me think he was leaving out some important issues, but he is honest about doing this.I would recommend this book to the general reader who is not an economics expert. Good stuff.

Having previously studied Econs in University, this book was a damn good recap of what i studied. Talked about Asymmetric information, Adverse selection, Moral hazard and such! It’s such a good read! However, although the earlier chapters are easier to follow along, the latter might be hard to grasp. But i love this book.

Along the lines of "freakonomics", explains in laymen terms some key economical concepts. With interesting examples and a well written text, makes a pleasant and insightful reading.

I needed this book for school and it arrived quickly without damage.

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