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Spring 2022



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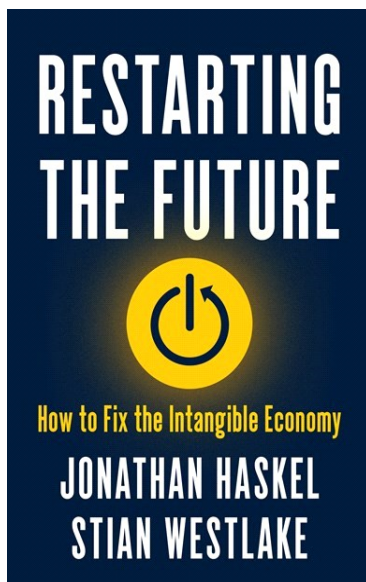


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Restarting the Future

How to Fix the Intangible Economy
Jonathan Haskel, Stian Westlake

From the acclaimed authors of *Capitalism without Capital*, radical ideas for restoring prosperity in today's intangible economy

The past two decades have witnessed sluggish economic growth, mounting inequality, dysfunctional competition, and a host of other ills that have left people wondering what has happened to the future they were promised. *Restarting the Future* reveals how these problems arise from a failure to develop the institutions demanded by an economy now reliant on intangible capital such as ideas, relationships, brands, and knowledge.

In this groundbreaking and provocative book, Jonathan Haskel and Stian Westlake argue that the great economic disappointment of the century is the result of an incomplete transition from an economy based on physical capital, and show how the vital institutions that underpin our economy remain geared to an outmoded way of doing business. The growth of intangible investment has slowed significantly in recent years, making the world poorer, less fair, and more vulnerable to existential threats. Haskel and Westlake present exciting new ideas to help us catch up with the intangible revolution, offering a road map for how to finance businesses, improve our cities, fund more science and research, reform monetary policy, and reshape intellectual property rules for the better.

Drawing on Haskel and Westlake's experience at the forefront of finance and economic policymaking, *Restarting the Future* sets out a host of radical but practical solutions that can lead us into the future.

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\$27.95 | £22.00
Hardback
320 pages | 139.7mm : 215.9mm
2022

Business & Economics / Economics
Princeton University Press



Access Rules

Freeing Data from Big Tech for a Better Future
Viktor Mayer-Schönberger, Thomas Ramge

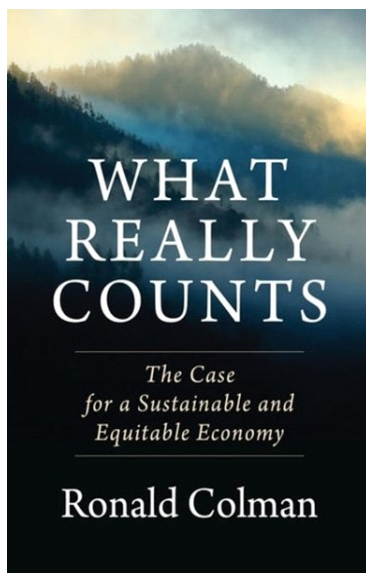
A powerful and urgent call to action: to improve our lives and our societies, we must demand open access to data for all.

Information is power, and the time is now for digital liberation. *Access Rules* mounts a strong and hopeful argument for how informational tools at present in the hands of a few could instead become empowering machines for everyone. By forcing data-hoarding companies to open access to their data, we can reinvigorate both our economy and our society. Authors Viktor Mayer-Schönberger and Thomas Ramge contend that if we disrupt monopoly power and create a level playing field, digital innovations can emerge to benefit us all.

Over the past twenty years, Big Tech has managed to centralize the most relevant data on their servers, as data has become the most important raw material for innovation. However, dominant oligopolists like Facebook, Amazon, and Google, in contrast with their reputation as digital pioneers, are actually slowing down innovation and progress by withholding data for the benefit of their shareholders—at the expense of customers, the economy, and society. As *Access Rules* compellingly argues, ultimately it is up to us to force information giants, wherever they are located, to open their treasure troves of data to others. In order for us to limit global warming, contain a virus like COVID-19, or successfully fight poverty, everyone—including citizens and scientists, start-ups and established companies, as well as the public sector and NGOs—must have access to data. When everyone has access to the informational riches of the data age, the nature of digital power will change. Information technology will find its way back to its original purpose: empowering all of us to use information so we can thrive as individuals and as societies.

9780520387737
\$24.95 | £20.00
Hardback
220 pages | 5.5in : 8.25in
2022

Business & Economics / Economics
University of California Press



What Really Counts

The Case for a Sustainable and Equitable Economy
Ronald Colman

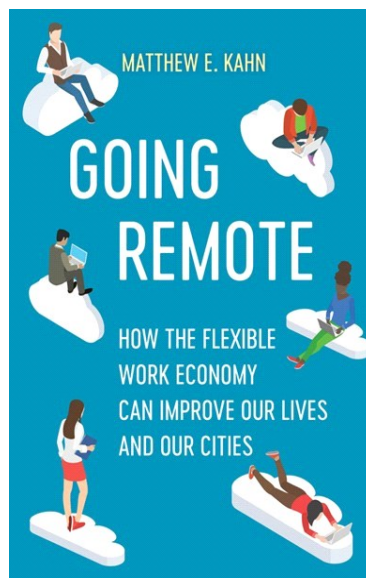
Politicians and economists fixate on “growing the economy”—measured by a country’s gross domestic product. But this yardstick counts harmful activities such as greenhouse gas emissions, plastic waste, and cigarette sales as gains, and it ignores environmental protection, voluntary community work, and other benefits. What we measure is a choice, and what is and isn’t counted determines what sorts of policies are enacted. How can we shift the focus to well-being and quality of life?

What Really Counts is an essential, firsthand story of the promise and challenges of accounting for social, economic, and environmental benefits and costs. Ronald Colman recounts two decades of working with three governments to adopt measures that more accurately and comprehensively assess true progress. Chronicling his path from Nova Scotia to New Zealand to Bhutan, Colman details the challenge of devising meaningful metrics, the effort to lay the foundations of a new economic system, and the obstacles that stand in the way. Reflecting on successes and failures, he considers how to shift policy priorities from a narrow economic-growth agenda toward a future built on sustainability and equity.

Colman has taken the critique of GDP outside the academy and attempted to realize an alternative. The lessons he offers in *What Really Counts* are vital for anyone interested in how we can measure what matters—and how better measures can help build a better world.

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 376 pages | 152.4mm : 228.6mm
 2022

Business & Economics / Economics
Columbia University Press



Going Remote

How the Flexible Work Economy Can Improve Our Lives and Our Cities
Matthew E. Kahn

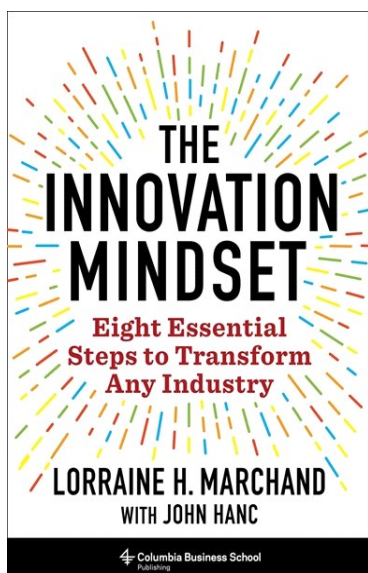
A leading urban economist's hopeful study of how shifts to remote work can change all of our lives for the better.

As COVID-19 descended upon the country in 2020, millions of American office workers transitioned to working from home to reduce risk of infection and prevent spread of the virus. In the aftermath of this shift, a significant number of workers remain at least partially remote. It is clear that this massive experiment we were forced to run will have long-term consequences, changing the shape of our personal and work lives, as well as the urban landscape around us. How will the rise of telecommuting affect workers' quality of life, the profitability of firms, and the economic geography of our cities and suburbs? *Going Remote* addresses the uncertainties and possibilities of this moment.

In *Going Remote*, urban economist Matthew E. Kahn takes readers on a journey through the new remote-work economy, revealing how people will configure their lives when they have more freedom to choose where they work and how they live. Melding ideas from labor economics, family economics, the theory of the firm, and urban economics, Kahn paints a realistic picture of the future for workers, firms, and urban areas, big and small. As Kahn shows, the rise of remote work presents especially valuable opportunities for flexibility and equity in the lives of women, minorities, and young people, and even for those whose jobs do not allow them to work from home. Uncovering key implications for our quality of life, *Going Remote* demonstrates how the rise of remote work can significantly improve the standard of living for millions of people by expanding personal freedom, changing the arc of how we live, work, and play.

9780520384316
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 264 pages | 5.5in : 8.25in
 2022

Business & Economics / Urban & Regional
University of California Press



The Innovation Mindset

Eight Essential Steps to Transform Any Industry
Lorraine Marchand

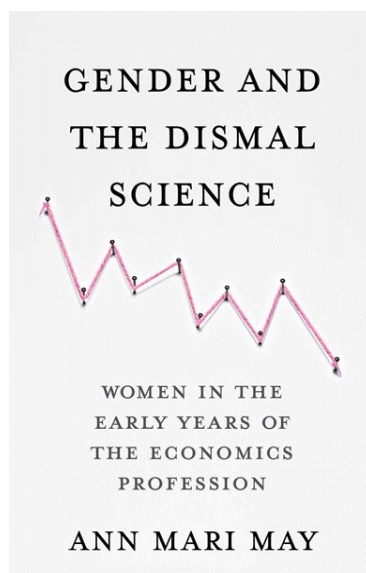
Innovation requires more than a eureka moment. The vast majority of new product ideas never make it to market. Typically, this is because of the failure to address a real problem that a customer has experienced and is willing to pay to have solved. What do people and businesses need to know about the realities of innovating in order to develop products successfully?

Lorraine Marchand—a seasoned practitioner who has guided Fortune 500 companies and start-ups on developing and launching new ideas—lays out a step-by-step framework for spurring success. She shares her eight laws of innovation, a formula for driving significant and lasting transformation in any organization. Marchand emphasizes the frame of mind needed to spark the innovation process, underscoring the importance of creating a problem-solving culture and supporting personal curiosity, passion, and talent. She pinpoints the strengths shared by the big ideas that break through and debunks the myths that hold back aspiring creators. Drawing on her experience as a woman in a male-dominated field, Marchand discusses how to support entrepreneurship by women and highlights the contributions of underrepresented innovators.

Marchand's how-to program for innovation is clear and easy to follow, featuring a toolkit of strategic templates and planning frameworks that are illustrated by helpful case studies. Written in authoritative but conversational language, *The Innovation Mindset* offers a practical plan for both the veteran with another great idea and the first-timer with a big dream.

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Hardback
296 pages | 139.7mm : 215.9mm
2022

Business & Economics / Strategic Planning
Columbia Business School Publishing



Gender and the Dismal Science

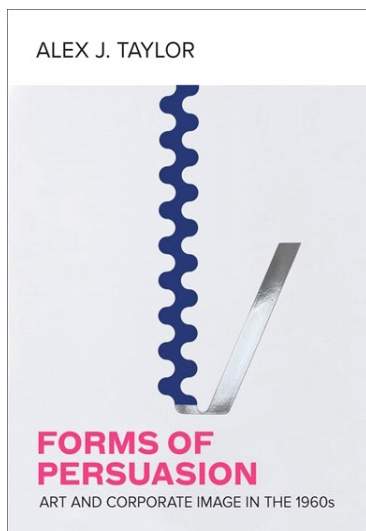
Women in the Early Years of the Economics Profession
Ann Mari May

The economics profession is belatedly confronting glaring gender inequality. Women are systematically underrepresented throughout the discipline, and those who do embark on careers in economics find themselves undermined in any number of ways. Women in the field report pervasive biases and barriers that hinder full and equal participation—and these obstacles take an even greater toll on women of color. How did economics become such a boys' club, and what lessons does this history hold for attempts to achieve greater equality?

Gender and the Dismal Science is a groundbreaking account of the role of women during the formative years of American economics, from the late nineteenth century into the postwar period. Blending rich historical detail with extensive empirical data, Ann Mari May examines the structural and institutional factors that excluded women, from graduate education to academic publishing to university hiring practices. Drawing on material from the archives of the American Economic Association along with novel data sets, she details the vicissitudes of women in economics, including their success in writing monographs and placing journal articles, their limitations in obtaining academic positions, their marginalization in professional associations, and other hurdles that the professionalization of the discipline placed in their path. May emphasizes the formation of a hierarchical culture of status seeking that stymied women's participation and shaped what counts as knowledge in the field to the advantage of men. Revealing the historical roots of the homogeneity of economics, this book sheds new light on why biases against women persist today.

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240 pages | 152.4mm : 228.6mm
2022

Business & Economics / Economic History
Columbia University Press



Forms of Persuasion

Art and Corporate Image in the 1960s

Alex J. Taylor

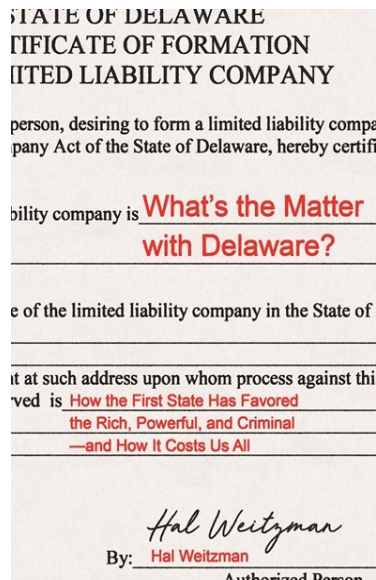
In the 1960s, multinational corporations faced new image problems—and turned to the art world for some unexpected solutions.

The 1960s saw artists and multinational corporations exploring new ways to use art for commercial gain. Whereas many art historical accounts of this period privilege radical artistic practices that seem to oppose the dominant values of capitalism, Alex J. Taylor instead reveals an art world deeply immersed in the imperatives of big business.

From Andy Warhol's work for packaged goods manufacturers to Richard Serra's involvement with the steel industry, Taylor demonstrates how major artists of the period provided brands with "forms of persuasion" that bolstered corporate power, prestige, and profit. Drawing on extensive original research conducted in artist, gallery, and corporate archives, Taylor recovers a flourishing field of promotional initiatives that saw artists, advertising creatives, and executives working around the same tables. As museums continue to grapple with the ethical dilemmas posed by funding from oil companies, military suppliers, and drug manufacturers, *Forms of Persuasion* returns to these earlier relations between artists and multinational corporations to examine the complex aesthetic and ideological terms of their enduring entanglements.

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Hardback
320 pages | 7in : 10in
2022

Art / Business Aspects
University of California Press



What's the Matter with Delaware?

How the First State Has Favored the Rich, Powerful, and Criminal—and How It Costs Us All
Hal Weitzman

How the "First State" has enabled international crime, sheltered tax dodgers, and diverted hard-earned dollars from the rest of us

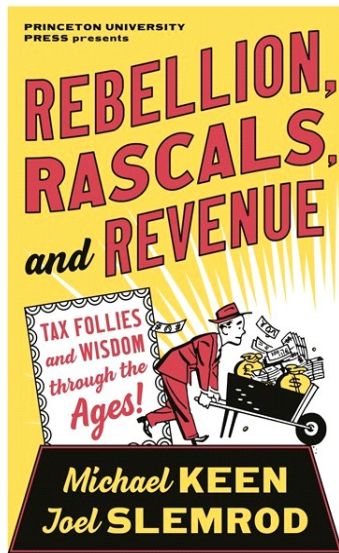
The legal home to over a million companies, Delaware has more registered businesses than residents. Why do virtually all of the biggest corporations in the United States register there? Why do so many small companies choose to set up in Delaware rather than their home states? Why do wealthy individuals form multiple layers of private companies in the state? This book reveals how a systematic enterprise lies behind the business-friendly corporate veneer, one that has kept the state afloat financially by diverting public funds away from some of the poorest people in the United States and supporting dictators and criminals across the world.

Hal Weitzman shows how the de facto capital of corporate America has provided safe haven to money launderers, kleptocratic foreign rulers, and human traffickers, and facilitated tax dodging and money laundering by multinational companies and international gangsters. Revenues from Delaware's business-formation industry, known as the Franchise, account for two-fifths of the state's budget and have helped to keep the tax burden on its residents among the lowest in the United States. Delaware derives enormous political clout from the Franchise, effectively writing the corporate code for the entire country—and because of its outsized influence on corporate America, the second smallest state in the United States also writes the rules for much of the world.

What's the Matter with Delaware? shows how, in Joe Biden's home state, the corporate laws get written behind closed doors, enabling the rich and powerful to do business in the shadows.

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296 pages | 155.45mm : 234.95mm
2022

Business & Economics / Finance
Princeton University Press



Rebellion, Rascals, and Revenue

Tax Follies and Wisdom through the Ages
Michael Keen, Joel Slemrod

An engaging and enlightening account of taxation told through lively, dramatic, and sometimes ludicrous stories drawn from around the world and across the ages

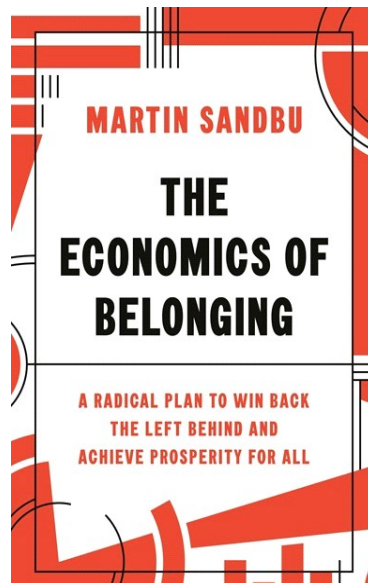
Governments have always struggled to tax in ways that are effective and tolerably fair. Sometimes they fail grotesquely, as when, in 1898, the British ignited a rebellion in Sierra Leone by imposing a tax on huts—and, in repressing it, ended up burning the very huts they intended to tax. Sometimes they succeed astonishingly, as when, in eighteenth-century Britain, a cut in the tax on tea massively increased revenue. In this entertaining book, two leading authorities on taxation, Michael Keen and Joel Slemrod, provide a fascinating and informative tour through these and many other episodes in tax history, both preposterous and dramatic—from the plundering described by Herodotus and an Incan tax payable in lice to the (misremembered) Boston Tea Party and the scandals of the Panama Papers. Along the way, readers meet a colorful cast of tax rascals, and even a few tax heroes.

While it is hard to fathom the inspiration behind such taxes as one on ships that tended to make them sink, Keen and Slemrod show that yesterday's tax systems have more in common with ours than we may think. Georgian England's window tax now seems quaint, but was an ingenious way of judging wealth unobtrusively. And Tsar Peter the Great's tax on beards aimed to induce the nobility to shave, much like today's carbon taxes aim to slow global warming.

Rebellion, Rascals, and Revenue is a surprising and one-of-a-kind account of how history illuminates the perennial challenges and timeless principles of taxation—and how the past holds clues to solving the tax problems of today.

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536 pages | 133.35mm : 203.2mm
2022

Business & Economics / Taxation
Princeton University Press



The Economics of Belonging

A Radical Plan to Win Back the Left Behind and Achieve Prosperity for All
Martin Sandbu

A radical new approach to economic policy that addresses the symptoms and causes of inequality in Western society today

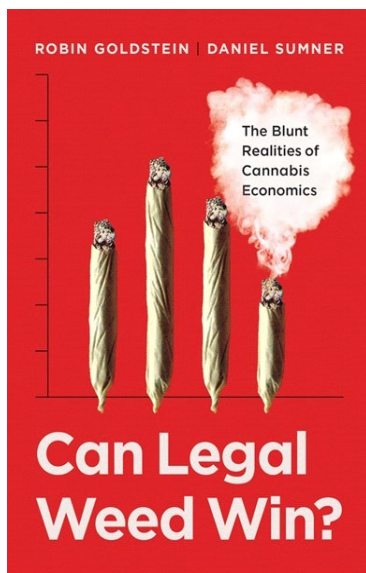
Fueled by populism and the frustrations of the disenfranchised, the past few years have witnessed the widespread rejection of the economic and political order that Western countries built up after 1945. Political debates have turned into violent clashes between those who want to “take their country back” and those viewed as defending an elitist, broken, and unpatriotic social contract. There seems to be an increasing polarization of values. *The Economics of Belonging* argues that we should step back and take a fresh look at the root causes of our current challenges. In this original, engaging book, Martin Sandbu argues that economics remains at the heart of our widening inequality and it is only by focusing on the right policies that we can address it. He proposes a detailed, radical plan for creating a just economy where everyone can belong.

Sandbu demonstrates that the rising numbers of the left behind are not due to globalization gone too far. Rather, technological change and flawed but avoidable domestic policies have eroded the foundations of an economy in which everyone can participate—and would have done so even with a much less globalized economy. Sandbu contends that we have to double down on economic openness while pursuing dramatic reforms involving productivity, regional development, support for small- and medium-sized businesses, and increased worker representation. He discusses how a more active macroeconomic policy, education for all, universal basic income, and better taxation of capital could work together for society's benefit.

Offering real answers, not invective, for facing our most serious political issues, *The Economics of Belonging* shows how a better economic system can work for all.

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Paperback
304 pages | 139mm : 215mm
2022

Business & Economics / Economics
Princeton University Press



Can Legal Weed Win?

The Blunt Realities of Cannabis Economics
Robin Goldstein, Daniel Sumner

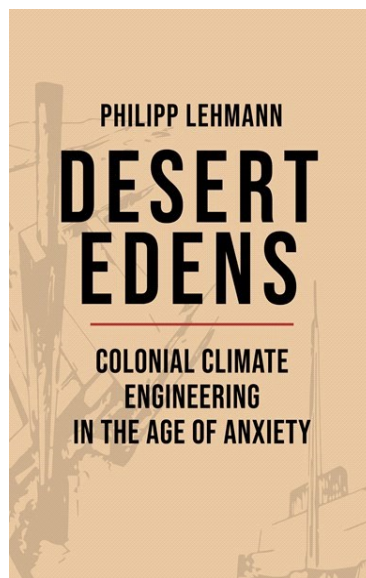
Two economists take readers on a tour of the economics of legal and illegal weed, showing where cannabis regulation has gone wrong and how it could do better.

Cannabis "legalization" hasn't lived up to the hype. Across North America, investors are reeling, tax collections are below projections, and people are pointing fingers. On the business side, companies have shut down, farms have failed, workers have lost their jobs, and consumers face high prices. Why has legal weed failed to deliver on many of its promises? *Can Legal Weed Win?* takes on the euphoric claims with straight dope and a full dose of economic reality.

This book delivers the unadulterated facts about the new legal segment of one of the world's oldest industries. In witty, accessible prose, economists Robin Goldstein and Daniel Sumner take readers on a whirlwind tour of the economic past, present, and future of legal and illegal weed. Drawing upon reams of data and their own experience working with California cannabis regulators since 2016, Goldstein and Sumner explain why many cannabis businesses and some aspects of legalization fail to measure up, while others occasionally get it right. Their stories stretch from before America's first medical weed dispensaries opened in 1996 through the short-term boom in legal consumption that happened during COVID-19 lockdowns. *Can Legal Weed Win?* is packed with unexpected insights about how cannabis markets can thrive, how regulators get the laws right or wrong, and what might happen to legal and illegal markets going forward.

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 232 pages | 5.5in : 8.25in
 2022

Business & Economics / Economics
University of California Press



Desert Edens

Colonial Climate Engineering in the Age of Anxiety
Philipp Lehmann

How technological advances and colonial fears inspired utopian geoengineering projects during the late nineteenth and early twentieth centuries

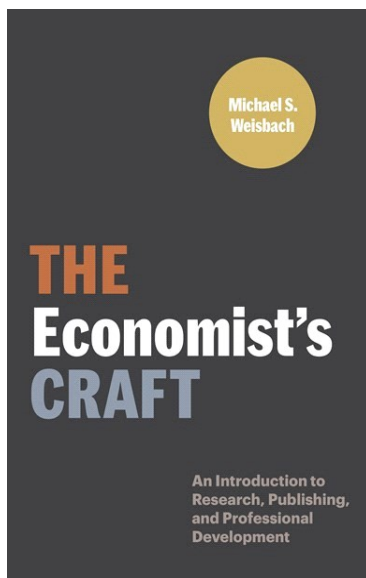
From the 1870s to the mid-twentieth century, European explorers, climatologists, colonial officials, and planners were avidly interested in large-scale projects that might actively alter the climate. Uncovering this history, *Desert Edens* looks at how arid environments and an increasing anxiety about climate in the colonial world shaped this upsurge in ideas about climate engineering. From notions about the transformation of deserts into forests to Nazi plans to influence the climates of war-torn areas, Philipp Lehmann puts the early climate-change debate in its environmental, intellectual, and political context, and considers the ways this legacy reverberates in the present climate crisis.

Lehmann examines some of the most ambitious climate-engineering projects to emerge in the late nineteenth and early twentieth centuries. Confronted with the Sahara in the 1870s, the French developed concepts for a flooding project that would lead to the creation of a man-made Sahara Sea. In the 1920s, German architect Herman Sörgel proposed damming the Mediterranean in order to geoengineer an Afro-European continent called "Alantropa," which would fit the needs of European settlers. And Nazi designs were formulated to counteract the desertification of Eastern Europe and Central Asia. Despite ideological and technical differences, these projects all incorporated and developed climate-change theories and vocabulary. They also combined expressions of an extreme environmental pessimism with a powerful technological optimism that continue to shape the contemporary moment.

Focusing on the intellectual roots, intended effects, and impact of early measures to modify the climate, *Desert Edens* investigates how the technological imagination can be inspired by pressing fears about the environment and civilization.

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 Hardback
 248 pages | 155.45mm : 234.95mm
 2022

Business & Economics / Economic History
 Histories of Economic Life
Princeton University Press



The Economist's Craft

An Introduction to Research, Publishing, and Professional Development

Michael S. Weisbach

An incisive guide that helps up-and-coming economists become successful scholars

The Economist's Craft introduces graduate students and rising scholars to the essentials of research, writing, and other critical skills for a successful career in economics. Michael Weisbach enables you to become more effective at communicating your ideas, emphasizing the importance of choosing topics that will have a lasting impact. He explains how to write clearly and compellingly, present and publish your findings, navigate the job market, and more.

Walking readers through each stage of a research project, Weisbach demonstrates how to develop research around a theme so that the value from a body of work is more than the sum of its individual papers. He discusses how to structure each section of an academic article and describes the steps that follow the completion of an initial draft, from presenting and revising to circulating and eventually publishing. Weisbach reveals how to get the most out of graduate school, how the journal review process works, how universities decide promotions and tenure, and how to manage your career and continue to seek out rewarding new opportunities.

A how-to guide for the aspiring economist, *The Economist's Craft* covers a host of important issues rarely taught in the graduate classroom, providing readers with the tools and insights they need to succeed as professional scholars.

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Paperback
320 pages | 155.57mm : 234.95mm
2022

Business & Economics / Economics
Skills for Scholars
Princeton University Press



The Israeli Economy

A Story of Success and Costs

Joseph Zeira

An authoritative economic history of Israel from its founding to the present

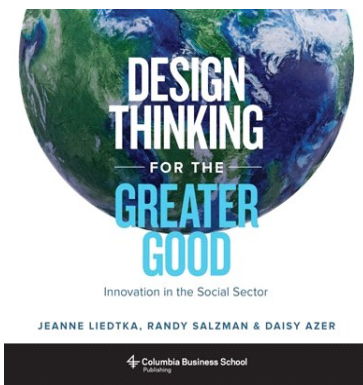
In 1922, there were ninety thousand Jews in Palestine, a small country in a poor and volatile region. Today, Israel has a population of nine million and is one of the richest countries in the world. *The Israeli Economy* tells the story of this remarkable transformation, shedding critical new light on Israel's rapid economic growth.

Joseph Zeira takes readers from those early days to today, describing how Israel's economic development occurred amid intense fighting with the Palestinians and neighboring Arab countries. He reveals how the new state's astonishing growth continued into the early 1970s, and traces this growth to public investment in education and to large foreign transfers. Zeira analyzes the costs of the Arab-Israeli conflict, demonstrating how economic output could be vastly greater with a comprehensive peace. He discusses how Israel went through intensive neoliberal economic policies in recent decades, and shows how these policies not only failed to enhance economic performance, but led to significant social inequality.

Based on more than two decades of groundbreaking research, *The Israeli Economy* is an in-depth survey of a modern economy that has experienced rapid growth, wars, immigration waves, and other significant shocks. It thus offers important lessons for nations around the world.

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Hardback
408 pages | 155.57mm : 234.95mm
2022

Business & Economics / Economic History
The Princeton Economic History of the Western World
Princeton University Press



Design Thinking for the Greater Good

Innovation in the Social Sector

Jeanne Liedtka, Randy Salzman, Daisy Azer

Facing especially wicked problems, social sector organizations are searching for powerful new methods to understand and address them. *Design Thinking for the Greater Good* goes in depth on both the *how* of using new tools and the *why*. As a way to reframe problems, ideate solutions, and iterate toward better answers, design thinking is already well established in the commercial world. Through ten stories of struggles and successes in fields such as health care, education, agriculture, transportation, social services, and security, the authors show how collaborative creativity can shake up even the most entrenched bureaucracies—and provide a practical roadmap for readers to implement these tools.

The design thinkers Jeanne Liedtka, Randy Salzman, and Daisy Azer explore how major agencies like the Department of Health and Human Services and the Transportation and Security Administration in the United States, as well as organizations in Canada, Australia, and the United Kingdom, have instituted principles of design thinking. In each case, these groups have used the tools of design thinking to reduce risk, manage change, use resources more effectively, bridge the communication gap between parties, and manage the competing demands of diverse stakeholders. Along the way, they have improved the quality of their products and enhanced the experiences of those they serve. These strategies are accessible to analytical and creative types alike, and their benefits extend throughout an organization. This book will help today's leaders and thinkers implement these practices in their own pursuit of creative solutions that are both innovative and achievable.

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352 pages | 215.9mm : 215.9mm
2017

BUSINESS & ECONOMICS / Nonprofit
Organizations & Charities
Columbia Business School Publishing
Columbia Business School Publishing

Designing for Growth

A Design Thinking Tool Kit for Managers

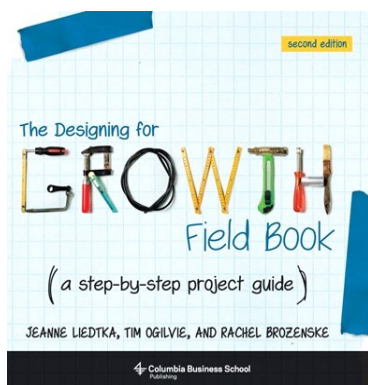
Jeanne Liedtka, Tim Ogilvie

Jeanne Liedtka and Tim Ogilvie educate readers in one of the hottest trends in business: "design thinking," or the ability to turn abstract ideas into practical applications for maximal business growth. Liedtka and Ogilvie cover the mind-set, techniques, and vocabulary of design thinking, unpack the mysterious connection between design and growth, and teach managers in a straightforward way how to exploit design's exciting potential.

Exemplified by Apple and the success of its elegant products and cultivated by high-profile design firms such as IDEO, design thinking unlocks creative right-brain capabilities to solve a range of problems. This approach has become a necessary component of successful business practice, helping managers turn abstract concepts into everyday tools that grow business while minimizing risk.

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248 pages | 215.9mm : 215.9mm
2011

Business & Economics / Management
Columbia Business School Publishing
Columbia Business School Publishing



The Designing for Growth Field Book

A Step-by-Step Project Guide
Jeanne Liedtka, Tim Ogilvie

Designing for Growth: A Design Thinking Tool Kit for Managers (D4G) showed how organizations can use design thinking to boost innovation and drive growth. This updated and expanded companion guide is a stand-alone project workbook that provides a step-by-step framework for applying the D4G tool kit and process to a particular project, systematically explaining how to address the four key questions of the design thinking approach.

In the field book, Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske guide readers through the design process with reminders of key D4G takeaways as they progress. Readers learn to identify an opportunity, draft a design brief, conduct research, establish design criteria, brainstorm, develop concepts, create napkin pitches, make prototypes, solicit feedback from stakeholders, and run learning launches. This second edition is suitable for projects in business, nonprofit, and government contexts, with all-new tools, practical advice, and facilitation tips. A new introduction discusses the relationship between strategy and design thinking.

9780231187893
 \$19.95 | £14.99
 Paperback
 152 pages | 215.9mm : 215.9mm
 2019

Business & Economics / Management
 Columbia Business School Publishing
Columbia Business School Publishing

SOLVING PROBLEMS WITH DESIGN THINKING



**JEANNE LIEDTKA, ANDREW KING,
 AND KEVIN BENNETT**

Columbia Business School
 Publishing

Solving Problems with Design Thinking

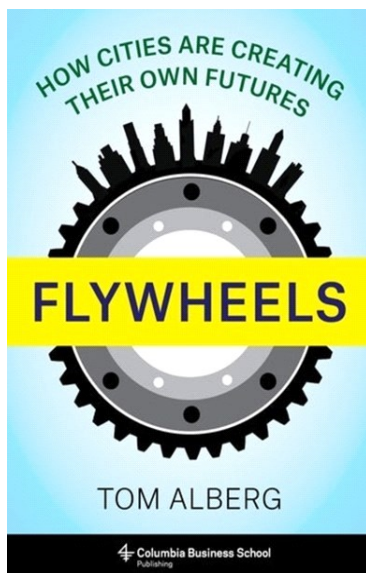
Ten Stories of What Works
Jeanne Liedtka, Andrew King, Kevin Bennett

Design-oriented firms such as Apple and IDEO have demonstrated how design thinking can affect business results. However, most managers lack a sense of how to use this new approach for issues other than product development and sales growth. *Solving Problems with Design Thinking* details ten real-world examples of managers who successfully applied design methods at 3M, Toyota, IBM, Intuit, and SAP; entrepreneurial start-ups such as MeYou Health; and government and social sector organizations, including the City of Dublin and Denmark's The Good Kitchen.

Using design skills such as ethnography, visualization, storytelling, and experimentation, these managers produced innovative solutions to such problems as implementing strategy, supporting a sales force, redesigning internal processes, feeding the elderly, and engaging citizens. They elaborate on the challenges they faced and the processes and tools they used, providing a clear path to implementation based on the principles and practices laid out in Jeanne Liedtka and Tim Ogilvie's *Designing for Growth: A Design Thinking Tool Kit for Managers*.

9780231163569
 \$29.95 | £25.00
 Hardback
 232 pages | 152.4mm : 228.6mm
 2013

Business & Economics / Decision Making &
 Problem Solving
 Columbia Business School Publishing
Columbia Business School Publishing



Flywheels

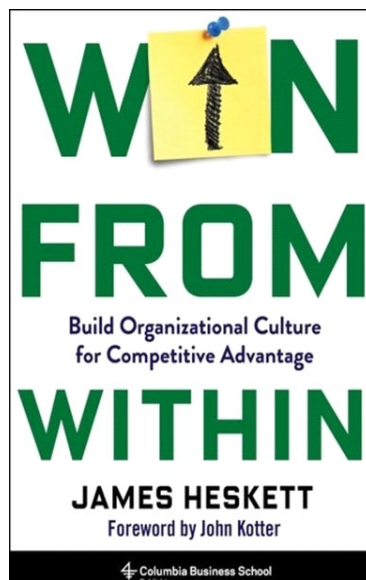
How Cities Are Creating Their Own Futures
Tom Alberg

Once a blue-collar outpost, Seattle, home to Microsoft, Amazon, and hundreds of startups, transformed into one of the world's major innovation hubs in less than twenty years. As other cities try to solve the riddle of creating vibrant economies, many have looked to Seattle as a model for tech-driven urban renaissance. However, that success comes with skyrocketing housing costs, increasing homelessness, public safety concerns, persistent racial inequality, and a widening gap between the haves and have-nots. Against that backdrop, big tech has become a popular target.

Tom Alberg, a venture capitalist who was one of the first investors in Amazon, draws on his experience in Seattle's tech boom to offer a vision for how cities and businesses can build a brighter future together. He explores ways that cities can soar to prosperity by creating the conditions that encourage innovation. Like flywheels, livable cities generate momentum by drawing creative citizens who launch businesses. Success attracts more talent, energizing local economies and accelerating further innovation. Alberg emphasizes the importance of city governments and tech companies partnering to address civic challenges. He reflects on why the benefits of the tech boom have not been distributed equally and what business and government leaders must do differently to ensure inclusive growth. The book also examines success stories from smaller cities and their lessons for other up-and-coming tech hubs. Demonstrating the need for innovative thinking that encourages livability alongside economic growth, *Flywheels* is timely reading for everyone from mayors to business leaders to engaged citizens.

9780231199544
\$24.95 | £20.00
Hardback
264 pages | 163mm : 234mm
2022

Business & Economics / Leadership
Columbia Business School Publishing



Win from Within

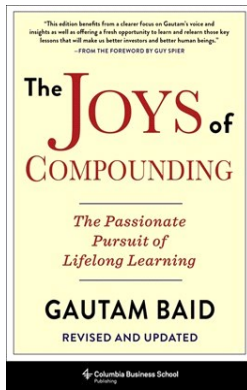
Build Organizational Culture for Competitive Advantage
James Heskett

There is significant evidence that an effective organizational culture provides a major competitive edge—higher levels of employee and customer engagement and loyalty translate into higher growth and profits. Many business leaders know this, yet few are doing much to improve their organizations' cultures. They are discouraged by misguided beliefs that an executive's tenure and an organization's attention span are too short for meaningful transformation.

James Heskett provides a roadmap for achievable and fast-paced culture change. He demonstrates that an effective culture supplies the trust that makes managing change of all kinds easier. It provides a foundation on which changes in strategy can be based, and it's a competitive edge that can't easily be hacked or copied. Examining leading companies around the world, Heskett details how organizational culture makes employees more loyal, more productive, and more creative. He discusses how to quantify its effects in order to sell the notion of culture change to the organization and considers how to preserve an organization's culture in the face of the trend toward remote work hastened by the COVID-19 pandemic. Showing how leadership can bring about significant changes in a surprisingly short time span, *Win from Within* offers a playbook for developing and deploying culture that enables outsized results. It is a groundbreaking demonstration of organizational culture's role as a foundation for strategic success—and its measurable impact on the bottom line.

9780231203005
\$28.00 | £22.00
Hardback
264 pages | 139.7mm : 215.9mm
2022

Business & Economics / Strategic Planning
Columbia Business School Publishing

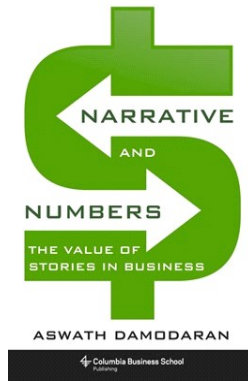


The Joys of Compounding

The Passionate Pursuit of Lifelong Learning, Revised and Updated

Gautam Baid

9780231197328
\$27.95 | £22.00
Hardback | 2020
BUSINESS & ECONOMICS
Heilbrunn Center for Graham & Dodd Investing Series
Columbia Business School Publishing

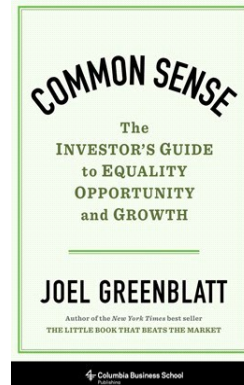


Narrative and Numbers

The Value of Stories in Business

Aswath Damodaran

9780231180481
\$29.95 | £25.00
Hardback | 2017
Business & Economics
Columbia Business School Publishing
Columbia Business School Publishing

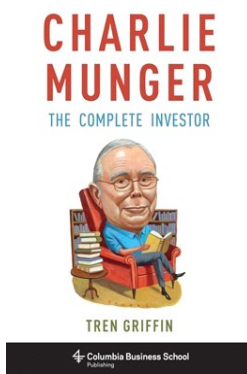


Common Sense

The Investor's Guide to Equality, Opportunity, and Growth

Joel Greenblatt

9780231198905
\$19.95 | £14.99
Hardback | 2020
Business & Economics
Columbia Business School Publishing

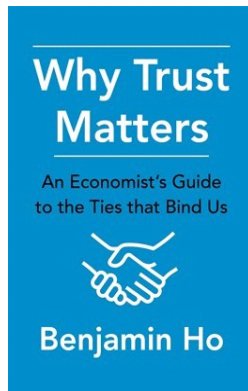


Charlie Munger

The Complete Investor

Tren Griffin

9780231170994
\$18.95 | £14.99
Paperback | 2017
Business & Economics
Columbia Business School Publishing
Columbia Business School Publishing

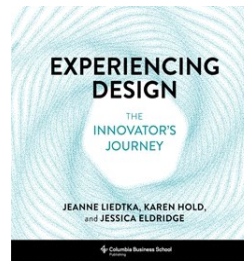


Why Trust Matters

An Economist's Guide to the Ties That Bind Us

Benjamin Ho

9780231189606
\$35.00 | £28.00
Hardback | 2021
Business & Economics
Columbia University Press

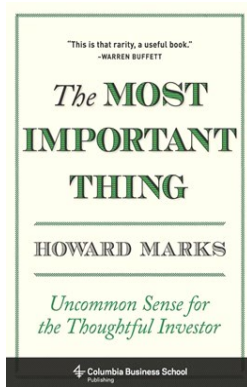


Experiencing Design

The Innovator's Journey

Jeanne Liedtka, Karen Hold, Jessica Eldridge

9780231194266
\$29.95 | £25.00
Hardback | 2021
Business & Economics
Columbia Business School Publishing
Columbia Business School Publishing

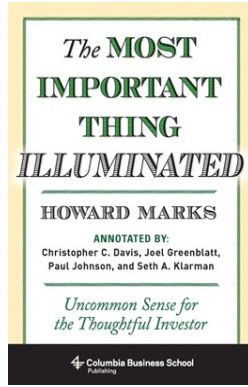


The Most Important Thing

Uncommon Sense for the Thoughtful Investor

Howard Marks

9780231153683
\$29.95 | £25.00
Hardback | 2011
Business & Economics
Columbia Business School Publishing
Columbia Business School Publishing

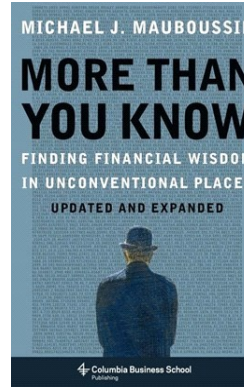


The Most Important Thing

Uncommon Sense for the Thoughtful Investor

Howard Marks, Bruce C. Greenwald

9780231162845
\$29.95 | £25.00
Hardback | 2013
Business & Economics
Columbia Business School Publishing
Columbia Business School Publishing

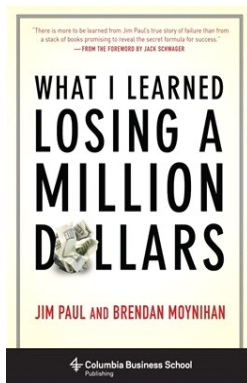


More Than You Know

Finding Financial Wisdom in Unconventional Places (Updated and Expanded)

Michael Mauboussin

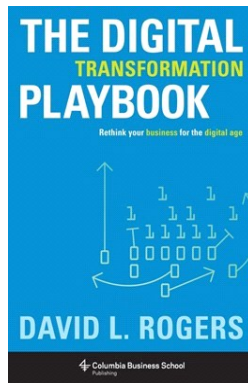
9780231143738
\$18.95 | £14.99
Paperback | 2013
Business & Economics
Columbia Business School Publishing
Columbia University Press



What I Learned Losing a Million Dollars

Jim Paul, Brendan Moynihan

9780231164689
\$27.95 | £22.00
Hardback | 2013
Business & Economics
Columbia Business School Publishing
Columbia Business School Publishing

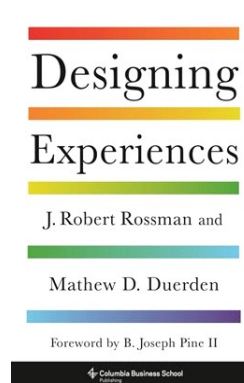


The Digital Transformation Playbook

Rethink Your Business for the Digital Age

David L. Rogers

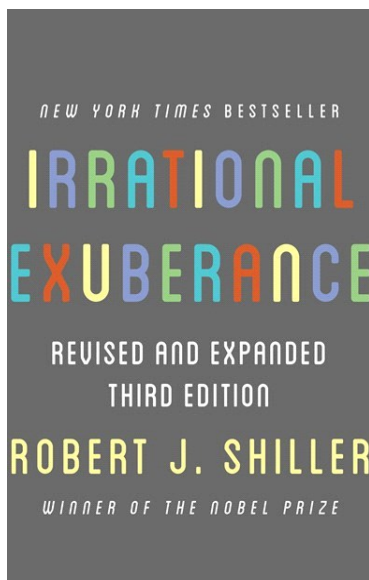
9780231175449
\$29.95 | £25.00
Hardback | 2016
Business & Economics
Columbia Business School Publishing
Columbia Business School Publishing



Designing Experiences

J. Robert Rossman, Mathew D. Duerden, B. Joseph Pine II

9780231191685
\$30.00 | £25.00
Hardback | 2019
Business & Economics
Columbia Business School Publishing
Columbia Business School Publishing



Irrational Exuberance

Revised and Expanded Third Edition

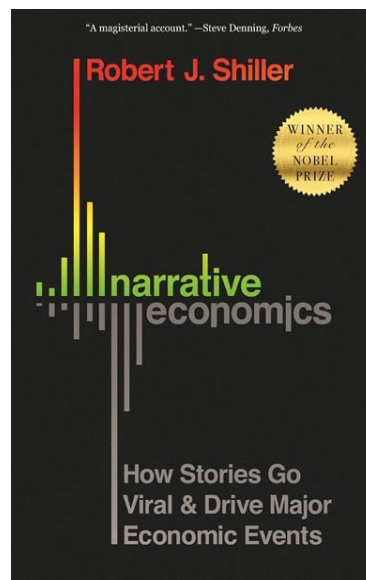
Robert J. Shiller

Why the irrational exuberance of investors hasn't disappeared since the financial crisis

In this revised, updated, and expanded edition of his *New York Times* bestseller, Nobel Prize–winning economist Robert Shiller, who warned of both the tech and housing bubbles, cautions that signs of irrational exuberance among investors have only increased since the 2008–9 financial crisis. With high stock and bond prices and the rising cost of housing, the post-subprime boom may well turn out to be another illustration of Shiller's influential argument that psychologically driven volatility is an inherent characteristic of all asset markets. In other words, *Irrational Exuberance* is as relevant as ever. Previous editions covered the stock and housing markets—and famously predicted their crashes. This edition expands its coverage to include the bond market, so that the book now addresses all of the major investment markets. It also includes updated data throughout, as well as Shiller's 2013 Nobel Prize lecture, which places the book in broader context. In addition to diagnosing the causes of asset bubbles, *Irrational Exuberance* recommends urgent policy changes to lessen their likelihood and severity—and suggests ways that individuals can decrease their risk before the next bubble bursts. No one whose future depends on a retirement account, a house, or other investments can afford not to read this book.

9780691173122
\$19.95 | £14.99
Paperback
392 pages | 127mm : 203.2mm
2016

Business & Economics / Economics
Princeton University Press



Narrative Economics

How Stories Go Viral and Drive Major Economic Events

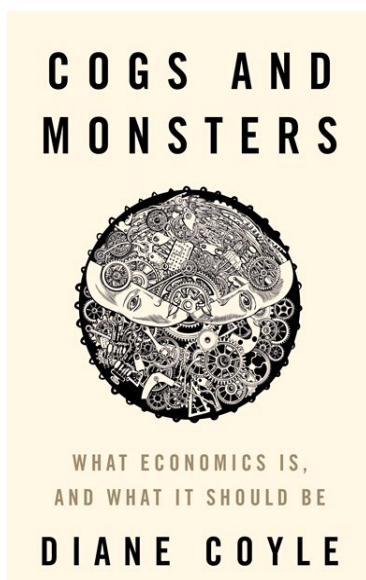
Robert J. Shiller

From Nobel Prize–winning economist and *New York Times* bestselling author Robert Shiller, a groundbreaking account of how stories help drive economic events—and why financial panics can spread like epidemic viruses

Stories people tell—about financial confidence or panic, housing booms, or Bitcoin—can go viral and powerfully affect economies, but such narratives have traditionally been ignored in economics and finance because they seem anecdotal and unscientific. In this groundbreaking book, Robert Shiller explains why we ignore these stories at our peril—and how we can begin to take them seriously. Using a rich array of examples and data, Shiller argues that studying popular stories that influence individual and collective economic behavior—what he calls "narrative economics"—may vastly improve our ability to predict, prepare for, and lessen the damage of financial crises and other major economic events. The result is nothing less than a new way to think about the economy, economic change, and economics. In a new preface, Shiller reflects on some of the challenges facing narrative economics, discusses the connection between disease epidemics and economic epidemics, and suggests why epidemiology may hold lessons for fighting economic contagions.

9780691210261
\$19.95 | £14.99
Paperback
408 pages | 133.35mm : 203.2mm
2020

Business & Economics / Economics
Princeton University Press



Cogs and Monsters

What Economics Is, and What It Should Be
Diane Coyle

How economics needs to change to keep pace with the twenty-first century and the digital economy

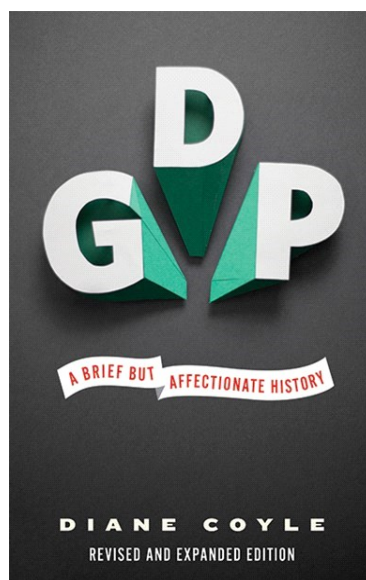
Digital technology, big data, big tech, machine learning, and AI are revolutionizing both the tools of economics and the phenomena it seeks to measure, understand, and shape. In *Cogs and Monsters*, Diane Coyle explores the enormous problems—but also opportunities—facing economics today if it is to respond effectively to these dizzying changes and help policymakers solve the world's crises, from pandemic recovery and inequality to slow growth and the climate emergency.

Mainstream economics, Coyle says, still assumes people are “cogs”—self-interested, calculating, independent agents interacting in defined contexts. But the digital economy is much more characterized by “monsters”—untethered, snowballing, and socially influenced unknowns. What is worse, by treating people as cogs, economics is creating its own monsters, leaving itself without the tools to understand the new problems it faces. In response, Coyle asks whether economic individualism is still valid in the digital economy, whether we need to measure growth and progress in new ways, and whether economics can ever be objective, since it influences what it analyzes. Just as important, the discipline needs to correct its striking lack of diversity and inclusion if it is to be able to offer new solutions to new problems.

Filled with original insights, *Cogs and Monsters* offers a road map for how economics can adapt to the rewiring of society, including by digital technologies, and realize its potential to play a hugely positive role in the twenty-first century.

9780691210599
\$24.95 | £20.00
Hardback
272 pages | 139.7mm : 215.9mm
2021

Business & Economics / Economics
Princeton University Press



GDP

A Brief but Affectionate History - Revised and expanded Edition
Diane Coyle

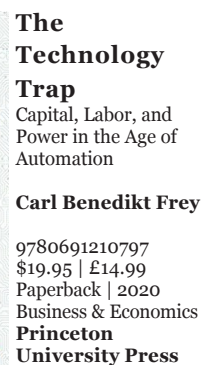
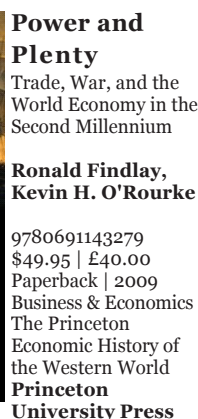
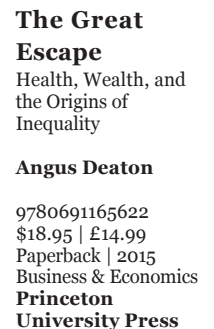
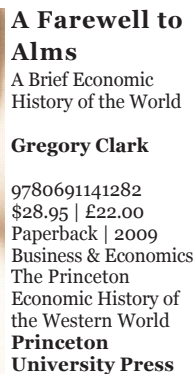
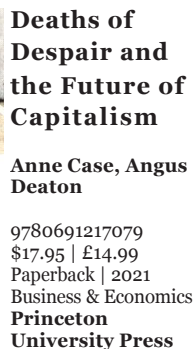
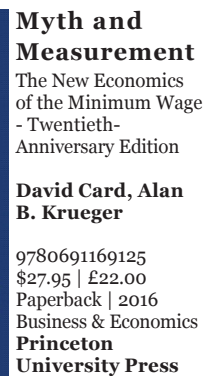
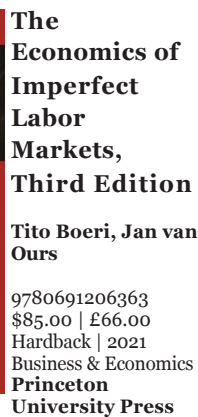
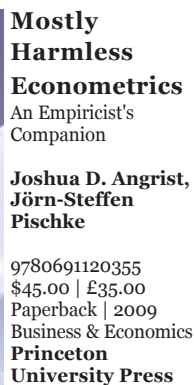
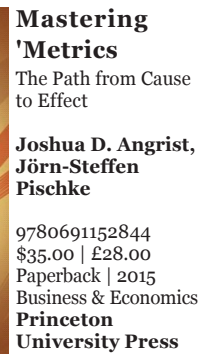
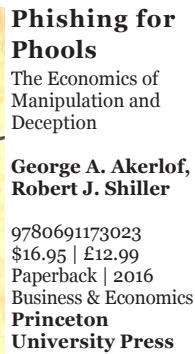
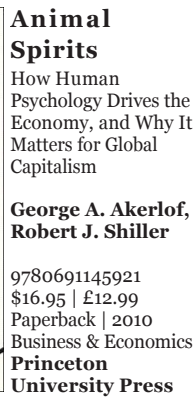
How GDP came to rule our lives—and why it needs to change

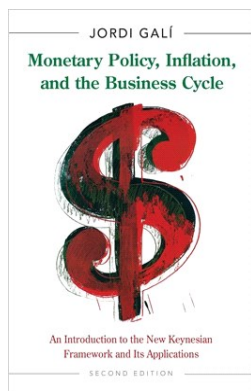
Why did the size of the U.S. economy increase by 3 percent on one day in mid-2013—or Ghana's balloon by 60 percent overnight in 2010? Why did the U.K. financial industry show its fastest expansion ever at the end of 2008—just as the world's financial system went into meltdown? And why was Greece's chief statistician charged with treason in 2013 for apparently doing nothing more than trying to accurately report the size of his country's economy? The answers to all these questions lie in the way we define and measure national economies around the world: Gross Domestic Product. This entertaining and informative book tells the story of GDP, making sense of a statistic that appears constantly in the news, business, and politics, and that seems to rule our lives—but that hardly anyone actually understands.

Diane Coyle traces the history of this artificial, abstract, complex, but exceedingly important statistic from its eighteenth- and nineteenth-century precursors through its invention in the 1940s and its postwar golden age, and then through the Great Crash up to today. The reader learns why this standard measure of the size of a country's economy was invented, how it has changed over the decades, and what its strengths and weaknesses are. The book explains why even small changes in GDP can decide elections, influence major political decisions, and determine whether countries can keep borrowing or be thrown into recession. The book ends by making the case that GDP was a good measure for the twentieth century but is increasingly inappropriate for a twenty-first-century economy driven by innovation, services, and intangible goods.

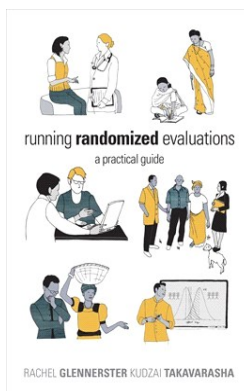
9780691169859
\$13.95 | £10.99
Paperback
184 pages | 139.7mm : 215.9mm
2015

Business & Economics / Economic History
Princeton University Press

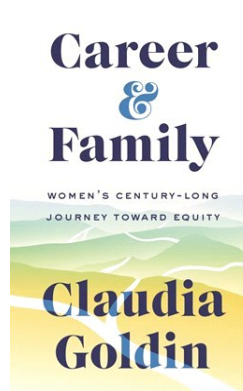




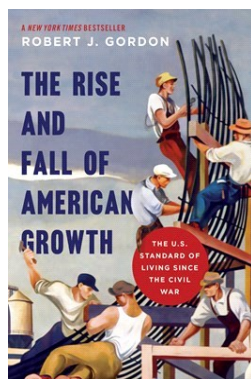
Monetary Policy, Inflation, and the Business Cycle
An Introduction to the New Keynesian Framework and Its Applications - Second Edition
Jordi Galí
9780691164786
\$72.50 | £58.00
Hardback | 2015
Business & Economics
Princeton University Press



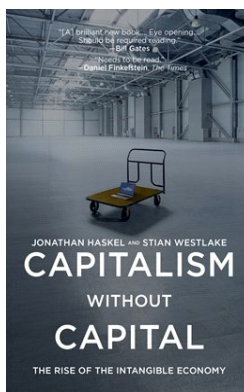
Running Randomized Evaluations
A Practical Guide
Rachel Glennerster, Kudzai Takavarasha
9780691159270
\$39.95 | £30.00
Paperback | 2013
Business & Economics
Princeton University Press



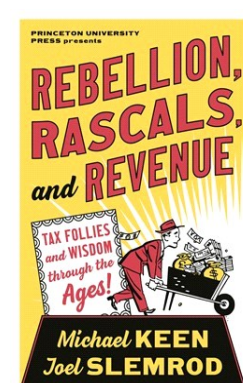
Career and Family
Women's Century-Long Journey toward Equity
Claudia Goldin
9780691201788
\$27.95 | £22.00
Hardback | 2021
Business & Economics
Princeton University Press



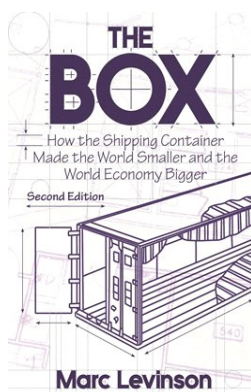
The Rise and Fall of American Growth
The U.S. Standard of Living since the Civil War
Robert J. Gordon
9780691175805
\$24.95 | £20.00
Paperback | 2017
Business & Economics
The Princeton Economic History of the Western World
Princeton University Press



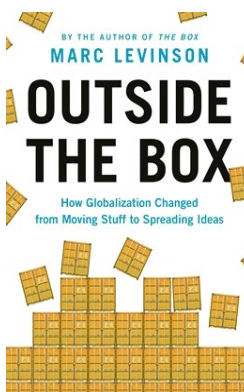
Capitalism without Capital
The Rise of the Intangible Economy
Jonathan Haskel, Stian Westlake
9780691183299
\$18.95 | £14.99
Paperback | 2018
Business & Economics
Princeton University Press



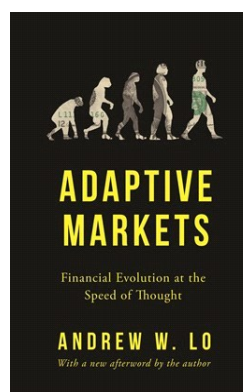
Rebellion, Rascals, and Revenue
Tax Follies and Wisdom through the Ages
Michael Keen, Joel Slemrod
9780691199542
\$29.95 | £25.00
Hardback | 2021
Business & Economics
Princeton University Press



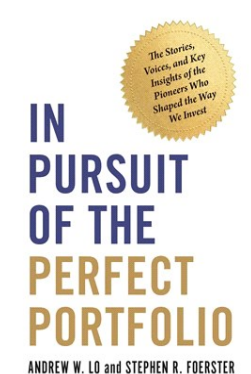
The Box
How the Shipping Container Made the World Smaller and the World Economy Bigger - Second Edition with a new chapter by the author
Marc Levinson
9780691170817
\$19.95 | £14.99
Paperback | 2016
Business & Economics
Princeton University Press



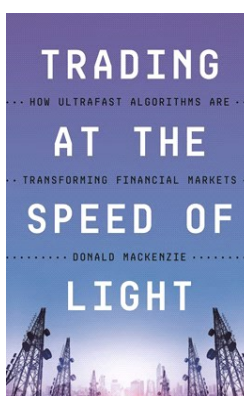
Outside the Box
How Globalization Changed from Moving Stuff to Spreading Ideas
Marc Levinson
9780691227092
\$18.95 | £14.99
Paperback | 2021
Princeton University Press



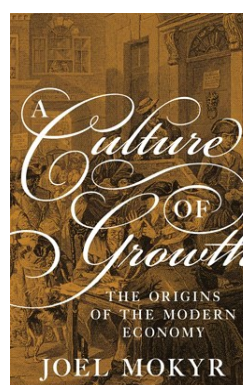
Adaptive Markets
Financial Evolution at the Speed of Thought
Andrew W. Lo
9780691191362
\$22.95 | £17.99
Paperback | 2019
Business & Economics
Princeton University Press



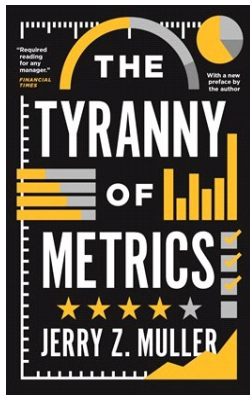
In Pursuit of the Perfect Portfolio
The Stories, Voices, and Key Insights of the Pioneers Who Shaped the Way We Invest
Andrew W. Lo, Stephen R. Foerster
9780691215204
\$29.95 | £25.00
Hardback | 2021
BUSINESS & ECONOMICS
Princeton University Press



Trading at the Speed of Light
How Ultrafast Algorithms Are Transforming Financial Markets
Donald MacKenzie
9780691211381
\$29.95 | £25.00
Hardback | 2021
BUSINESS & ECONOMICS
Princeton University Press



A Culture of Growth
The Origins of the Modern Economy
Joel Mokyr
9780691180960
\$22.95 | £17.99
Paperback | 2018
Business & Economics
Princeton University Press



The Tyranny of Metrics

Jerry Z. Muller

9780691191911
\$17.95 | £14.99
Paperback | 2019
Business & Economics
Princeton University Press

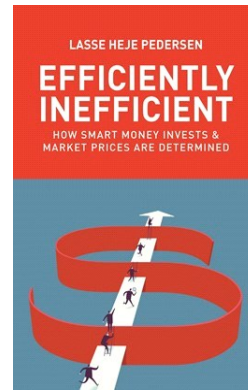


The Spirit of Green

The Economics of Collisions and Contagions in a Crowded World

William D. Nordhaus

9780691214344
\$29.95 | £25.00
Hardback | 2021
Business & Economics
Princeton University Press

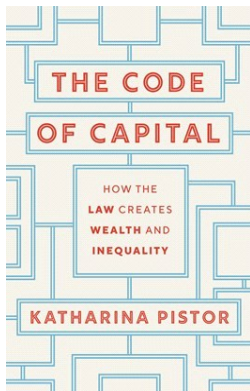


Efficiently Inefficient

How Smart Money Invests and Market Prices Are Determined

Lasse Heje Pedersen

9780691196091
\$24.95 | £20.00
Paperback | 2019
BUSINESS & ECONOMICS
Princeton University Press

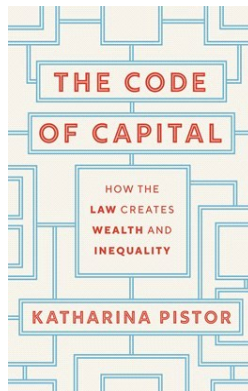


The Code of Capital

How the Law Creates Wealth and Inequality

Katharina Pistor

9780691208602
\$19.95 | £14.99
Paperback | 2020
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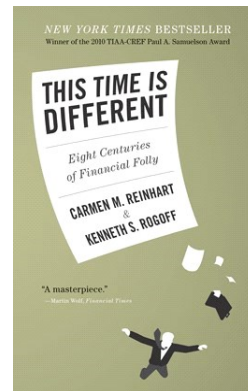


The Code of Capital

How the Law Creates Wealth and Inequality

Katharina Pistor

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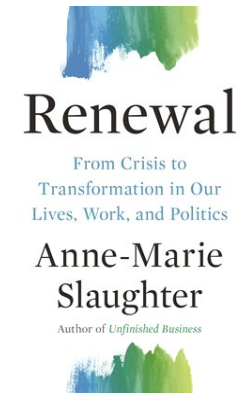


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Eight Centuries of Financial Folly

Carmen M. Reinhart, Kenneth Rogoff, Kenneth S. Rogoff

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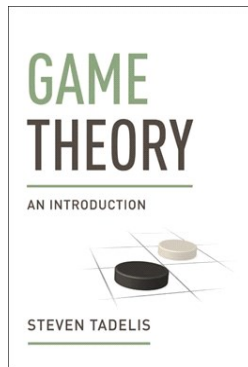


Renewal

From Crisis to Transformation in Our Lives, Work, and Politics

Anne-Marie Slaughter

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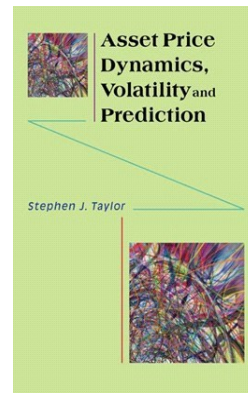


Game Theory

An Introduction

Steven Tadelis

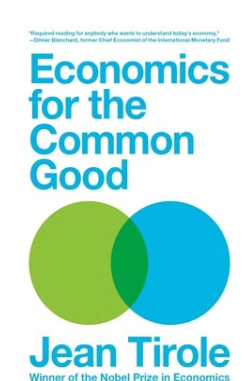
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Asset Price Dynamics, Volatility, and Prediction

Stephen J. Taylor

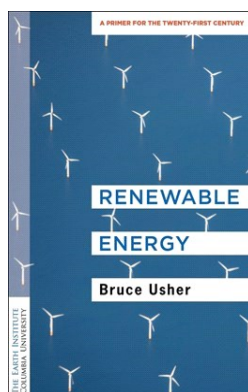
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Paperback | 2007
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Economics for the Common Good

Jean Tirole, Steven Rendall

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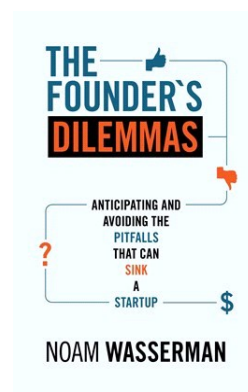


Renewable Energy

A Primer for the Twenty-First Century

Bruce Usher

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\$20.00 | £14.99
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Sustainability Primers
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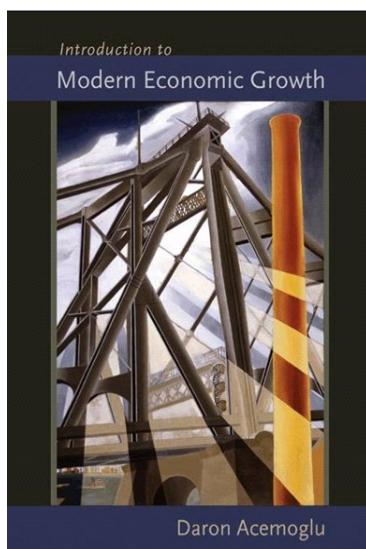


The Founder's Dilemmas

Anticipating and Avoiding the Pitfalls That Can Sink a Startup

Noam Wasserman

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Paperback | 2013
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The Kauffman Foundation Series on Innovation and Entrepreneurship
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Introduction to Modern Economic Growth

Daron Acemoglu

Introduction to Modern Economic Growth is a groundbreaking text from one of today's leading economists. Daron Acemoglu gives graduate students not only the tools to analyze growth and related macroeconomic problems, but also the broad perspective needed to apply those tools to the big-picture questions of growth and divergence. And he introduces the economic and mathematical foundations of modern growth theory and macroeconomics in a rigorous but easy to follow manner.

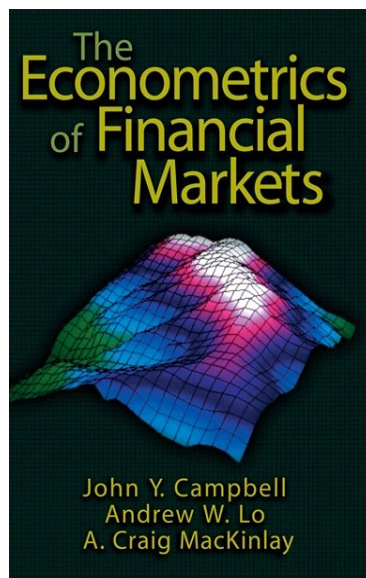
After covering the necessary background on dynamic general equilibrium and dynamic optimization, the book presents the basic workhorse models of growth and takes students to the frontier areas of growth theory, including models of human capital, endogenous technological change, technology transfer, international trade, economic development, and political economy. The book integrates these theories with data and shows how theoretical approaches can lead to better perspectives on the fundamental causes of economic growth and the wealth of nations.

Innovative and authoritative, this book is likely to shape how economic growth is taught and learned for years to come.

- Introduces all the foundations for understanding economic growth and dynamic macroeconomic analysis
- Focuses on the big-picture questions of economic growth
- Provides mathematical foundations
- Presents dynamic general equilibrium
- Covers models such as basic Solow, neoclassical growth, and overlapping generations, as well as models of endogenous technology and international linkages
- Addresses frontier research areas such as international linkages,

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1,008 pages | 203.2mm : 254mm
2009

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The Econometrics of Financial Markets

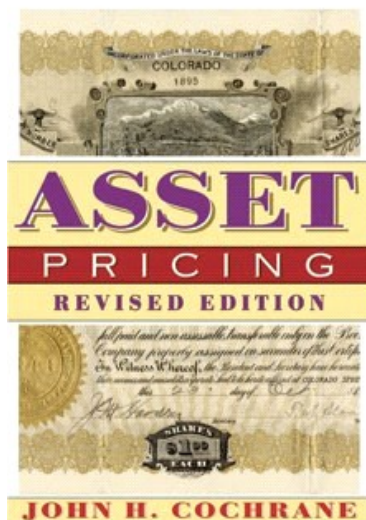
John Y. Campbell, Andrew W. Lo, A. Craig MacKinlay

The past twenty years have seen an extraordinary growth in the use of quantitative methods in financial markets. Finance professionals now routinely use sophisticated statistical techniques in portfolio management, proprietary trading, risk management, financial consulting, and securities regulation. This graduate-level textbook is intended for PhD students, advanced MBA students, and industry professionals interested in the econometrics of financial modeling. The book covers the entire spectrum of empirical finance, including: the predictability of asset returns, tests of the Random Walk Hypothesis, the microstructure of securities markets, event analysis, the Capital Asset Pricing Model and the Arbitrage Pricing Theory, the term structure of interest rates, dynamic models of economic equilibrium, and nonlinear financial models such as ARCH, neural networks, statistical fractals, and chaos theory.

Each chapter develops statistical techniques within the context of a particular financial application. This exciting new text contains a unique and accessible combination of theory and practice, bringing state-of-the-art statistical techniques to the forefront of financial applications. Each chapter also includes a discussion of recent empirical evidence, for example, the rejection of the Random Walk Hypothesis, as well as problems designed to help readers incorporate what they have read into their own applications.

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\$125.00 | £65.00
Hardback
632 pages | 152.4mm : 234.95mm
1997

Business & Economics / Investments & Securities
Princeton University Press



Asset Pricing

Revised Edition

John H. Cochrane

Winner of the prestigious Paul A. Samuelson Award for scholarly writing on lifelong financial security, John Cochrane's *Asset Pricing* now appears in a revised edition that unifies and brings the science of asset pricing up to date for advanced students and professionals. Cochrane traces the pricing of all assets back to a single idea—price equals expected discounted payoff—that captures the macro-economic risks underlying each security's value. By using a single, stochastic discount factor rather than a separate set of tricks for each asset class, Cochrane builds a unified account of modern asset pricing. He presents applications to stocks, bonds, and options. Each model—consumption based, CAPM, multifactor, term structure, and option pricing—is derived as a different specification of the discounted factor.

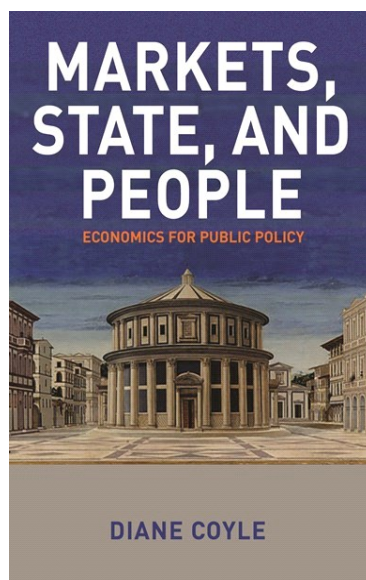
The discount factor framework also leads to a state-space geometry for mean-variance frontiers and asset pricing models. It puts payoffs in different states of nature on the axes rather than mean and variance of return, leading to a new and conveniently linear geometrical representation of asset pricing ideas.

Cochrane approaches empirical work with the Generalized Method of Moments, which studies sample average prices and discounted payoffs to determine whether price does equal expected discounted payoff. He translates between the discount factor, GMM, and state-space language and the beta, mean-variance, and regression language common in empirical work and earlier theory.

The book also includes a review of recent empirical work on return predictability, value and other puzzles in the cross section, and equity premium puzzles and their resolution. Written to be a summary for academics and professionals as well as a textbook, this book condenses and advances recent scholarship in financial economics.

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560 pages | 152.4mm : 234.95mm
2005

Business & Economics / Finance
Princeton University Press



Markets, State, and People

Economics for Public Policy

Diane Coyle

A textbook that examines how societies reach decisions about the use and allocation of economic resources

While economic research emphasizes the importance of governmental institutions for growth and progress, conventional public policy textbooks tend to focus on macroeconomic policies and on tax-and-spend decisions. *Markets, State, and People* stresses the basics of welfare economics and the interplay between individual and collective choices. It fills a gap by showing how economic theory relates to current policy questions, with a look at incentives, institutions, and efficiency. How should resources in society be allocated for the most economically efficient outcomes, and how does this sit with society's sense of fairness?

Diane Coyle illustrates the ways economic ideas are the product of their historical context, and how events in turn shape economic thought. She includes many real-world examples of policies, both good and bad. Readers will learn that there are no panaceas for policy problems, but there is a practical set of theories and empirical findings that can help policymakers navigate dilemmas and trade-offs. The decisions faced by officials or politicians are never easy, but economic insights can clarify the choices to be made and the evidence that informs those choices. Coyle covers issues such as digital markets and competition policy, environmental policy, regulatory assessments, public-private partnerships, nudge policies, universal basic income, and much more.

Markets, State, and People offers a new way of approaching public economics.

- A focus on markets and institutions
- Policy ideas in historical context
- Real-world examples
- How economic theory helps policymakers tackle dilemmas and choices

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376 pages | 155.45mm : 234.95mm
2020

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Time Series Analysis

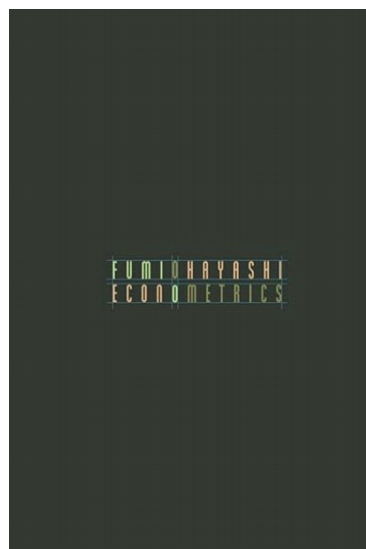
James Douglas Hamilton

The last decade has brought dramatic changes in the way that researchers analyze economic and financial time series. This book synthesizes these recent advances and makes them accessible to first-year graduate students. James Hamilton provides the first adequate text-book treatments of important innovations such as vector autoregressions, generalized method of moments, the economic and statistical consequences of unit roots, time-varying variances, and nonlinear time series models. In addition, he presents basic tools for analyzing dynamic systems (including linear representations, autocovariance generating functions, spectral analysis, and the Kalman filter) in a way that integrates economic theory with the practical difficulties of analyzing and interpreting real-world data. *Time Series Analysis* fills an important need for a textbook that integrates economic theory, econometrics, and new results.

The book is intended to provide students and researchers with a self-contained survey of time series analysis. It starts from first principles and should be readily accessible to any beginning graduate student, while it is also intended to serve as a reference book for researchers.

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\$130.00 | £65.00
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816 pages | 152.4mm : 228.6mm
1994

Business & Economics / Investments &
Securities
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Econometrics

Fumio Hayashi

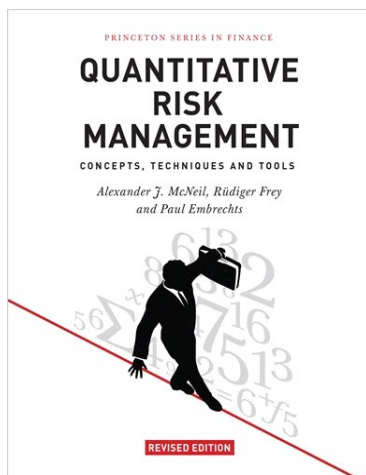
Hayashi's *Econometrics* promises to be the next great synthesis of modern econometrics. It introduces first year Ph.D. students to standard graduate econometrics material from a modern perspective. It covers all the standard material necessary for understanding the principal techniques of econometrics from ordinary least squares through cointegration. The book is also distinctive in developing both time-series and cross-section analysis fully, giving the reader a unified framework for understanding and integrating results.

Econometrics has many useful features and covers all the important topics in econometrics in a succinct manner. All the estimation techniques that could possibly be taught in a first-year graduate course, except maximum likelihood, are treated as special cases of GMM (generalized methods of moments). Maximum likelihood estimators for a variety of models (such as probit and tobit) are collected in a separate chapter. This arrangement enables students to learn various estimation techniques in an efficient manner. Eight of the ten chapters include a serious empirical application drawn from labor economics, industrial organization, domestic and international finance, and macroeconomics. These empirical exercises at the end of each chapter provide students a hands-on experience applying the techniques covered in the chapter. The exposition is rigorous yet accessible to students who have a working knowledge of very basic linear algebra and probability theory. All the results are stated as propositions, so that students can see the points of the discussion and also the conditions under which those results hold. Most propositions are proved in the text.

For those who intend to write a thesis on applied topics, the empirical applications of the book are a good way to learn how to conduct empirical research. For the theoretically inclined, the no-compromise treatment of the basic techniques is a good preparation for more advanced theory courses.

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2000

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Quantitative Risk Management

Concepts, Techniques and Tools - Revised Edition
Alexander J. McNeil, Rüdiger Frey, Paul Embrechts

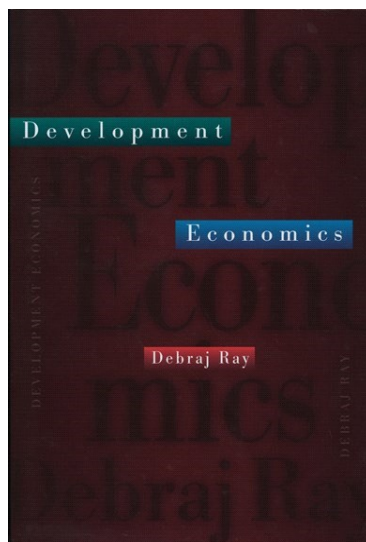
This book provides the most comprehensive treatment of the theoretical concepts and modelling techniques of quantitative risk management. Whether you are a financial risk analyst, actuary, regulator or student of quantitative finance, *Quantitative Risk Management* gives you the practical tools you need to solve real-world problems.

Describing the latest advances in the field, *Quantitative Risk Management* covers the methods for market, credit and operational risk modelling. It places standard industry approaches on a more formal footing and explores key concepts such as loss distributions, risk measures and risk aggregation and allocation principles. The book's methodology draws on diverse quantitative disciplines, from mathematical finance and statistics to econometrics and actuarial mathematics. A primary theme throughout is the need to satisfactorily address extreme outcomes and the dependence of key risk drivers. Proven in the classroom, the book also covers advanced topics like credit derivatives.

- Fully revised and expanded to reflect developments in the field since the financial crisis
- Features shorter chapters to facilitate teaching and learning
- Provides enhanced coverage of Solvency II and insurance risk management and extended treatment of credit risk, including counterparty credit risk and CDO pricing
- Includes a new chapter on market risk and new material on risk measures and risk aggregation

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 720 pages | 177.8mm : 254mm
 2015

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Development Economics

Debraj Ray

The study of development in low-income countries is attracting more attention around the world than ever before. Yet until now there has been no comprehensive text that incorporates the huge strides made in the subject over the past decade. *Development Economics* does precisely that in a clear, rigorous, and elegant fashion.

Debraj Ray, one of the most accomplished theorists in development economics today, presents in this book a synthesis of recent and older literature in the field and raises important questions that will help to set the agenda for future research. He covers such vital subjects as theories of economic growth, economic inequality, poverty and undernutrition, population growth, trade policy, and the markets for land, labor, and credit. A common point of view underlies the treatment of these subjects: that much of the development process can be understood by studying factors that impede the efficient and equitable functioning of markets. Diverse topics such as the new growth theory, moral hazard in land contracts, information-based theories of credit markets, and the macroeconomic implications of economic inequality come under this common methodological umbrella.

The book takes the position that there is no single cause for economic progress, but that a combination of factors--among them the improvement of physical and human capital, the reduction of inequality, and institutions that enable the background flow of information essential to market performance--consistently favor development. Ray supports his arguments throughout with examples from around the world. The book assumes a knowledge of only introductory economics and explains sophisticated concepts in simple, direct language, keeping the use of mathematics to a minimum.

Development Economics will be the definitive textbook in this subject for years to come. It will prove useful to researchers by showing intriguing connections among a wide variety of subjects that are rarely discussed together in the same book. And it will be an important resource for policy-makers, who increasingly find themselves dealing with complex issues of growth, inequality, poverty, and social welfare.

If you are instructor in a course that uses *Development Economics* and wish to have access to the end-of-chapter problems in *Development Economics*, please e-mail the author at debraj.ray@nyu.edu. For more information, please go to <http://www.econ.nyu.edu/user/debraj>. If you are a student in the course, please

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 1998

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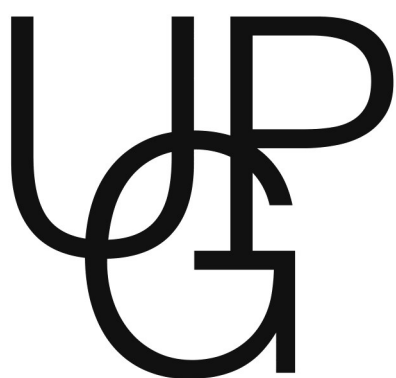
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