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Economic Growth
How it works and how it transformed the world
by Edward A. Hudson

Book summary
How does economic growth work? Beginning with the history of leading countries over the past 2000 years, Economic Growth finds which countries have achieved sustained growth and how they did it. The benefits of growth are enormous in terms of life, health, education, leisure and opportunity, while the downsides can be managed by appropriate policies.

Economic Growth develops a new theory of growth. This new theory is based on careful analysis of actual growth; it covers the causes and mechanisms as well as the results of growth. This new theory extends conventional theory by operating at the industry level and by placing demand considerations at the forefront of growth. Demand growth – based on product innovation, marketing, credit and the consumer society – drives the economy forward while supply growth – based on investment and process innovation – sustains the growth in spending and incomes. Growth is not automatic but, in the right conditions, demand and supply expansion work together to generate sustained growth.

Economic Growth offers a new view of growth, unique in its combination of historical depth, intellectual clarity and practical relevance. Replete with figures and formal yet accessible treatment, its original insights will interest academic and professional economists, while its comprehensive coverage and lucid explanations make it an excellent guidebook for anyone interested in economic growth.

Praise
“A valuable synthesis of literature on the sources of economic growth and, simultaneously, a challenge for more research on the relationship between technological change, economic growth and social transformations.”
Diego Comin, Department of Economics, Dartmouth College

About the author
Ed Hudson (PhD, Harvard), working with Dale Jorgenson (presently the Samuel W. Morris University Professor of Economics, Harvard University), pioneered computable general equilibrium models in the 1970s. He applied these models to understanding the ‘energy crisis’ and to analyze energy policies. Ed then moved to strategy consulting, advising corporates and governments in the United States and New Zealand. This included advising on the great deregulation carried out in New Zealand in the 1980s and 90s. He has now retired and returned to researching and writing on economic growth.
Introduction to Dynamic Macroeconomic General Equilibrium Models

by José Luis Torres

Book summary


Modern macroeconomic analysis is increasingly concerned with the construction, calibration, estimation and simulation of Dynamic General Equilibrium (DGE) models.

The book is intended for graduate students as an introductory course to DGE modelling and for those economists who would like a hands-on approach to learning the basics of modern dynamic macroeconomic modelling.

The book starts with the simplest canonical neoclassical DGE model and then gradually extends the basic framework incorporating a variety of additional features, such as consumption habit formation, investment adjustment cost, investment-specific technological change, taxes, public capital, household production, non-ricardian agents, monopolistic competition, etc.

Praise

“An impressive achievement. A book that all beginners to the topic should read, use and consult.”

Prof. Fabio Canova, European University Institute, Florence

About the author

The Knowledge Plexus
A Systemic View on the Economic Geography of Technological Knowledge
by George Chorafakis

Book summary
The Knowledge Plexus is a collection of 5 essays on the economic geography of technological knowledge. Their common threads are: (i) the quest for a new paradigm in economic geography, termed ‘systemic’, as an alternative to the neoclassical, based on the epistemological premise of emergence and the theories of evolution and complexity; and (ii) the intent to explain the process of technological knowledge production as a systemic phenomenon occurring in relational space subject to emergence and co-evolutionary dynamics.

In this theoretical framework, the author analyses various European knowledge networks, and examines their effects on the production of technological knowledge as sources of relational cognitive capital and economies of complexity. He then poses a number of questions on the direction and instrumentalities of the European research, technological development and innovation policies, and in particular on the issues of cohesion and dynamic efficiency of the European research system.

Praise
“[…] a very interesting, innovative and thought provoking book, striving to break new ground in the field of economic geography, […]”
Prof. Bernard Fingleton, Dept. of Land Economy, University of Cambridge

About the author
George Chorafakis, PhD (Cantab), MSc (LSE), MSc (London) is an economic geographer specializing in the economics of knowledge and technology. He has a long experience in research, technological development and innovation policies, as well as in regional and cohesion policies in the EU. He has worked for the European Commission, consulted for the OECD, and published in several academic journals.

Hardback | 391 pp.
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December 2013
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Subject(s): Economic Geography, Social Network Analysis
URL: http://goo.gl/EKVSQS

$ 60 € 55 £ 45
Book summary

Not all innovations are equal. Though recent economic literature on the evaluation of technological change acknowledges this reality, actual evaluation methods suffer from numerous limitations. *Technological Innovation Index* uses patent citation analysis to highlight the enormous variation in the characteristics, importance and evolution of technology over time and outlines a set of sophisticated tools for its analysis. Prominent among them is “Patent Importance Technology Factor” (PITF), an improved algorithm for the calculation of patent impact using citation scores. The usefulness of PITF is illustrated by examining the evolution paths of high-impact innovations. The methods proposed have important implications for the measurement of technological change and would be of interest to a wide range of patent specialists, including economists, technology evaluators, finance and law professionals.

Praise

“[...] signifies a further and important contribution towards our ability to quantify in a meaningful way the “importance” or “impact” of patents”

Prof. Manuel Trajtenberg, Tel-Aviv University.

About the author

Dr. Pachys has studied Life Science, Electronic Engineering, Business and Economics. He holds a BA and MBA from the University of Derby, UK and a PhD degree from the Department of Economics and Regional Studies in the University of Pécs, Hungary. He has worked as an electronic engineer in several institutes and owns patents in the fields of Homeland Security, Agriculture and Medicine.
Supply Chain Optimization under Uncertainty
Supply chain design for optimum performance
by Barrie M. Cole

Book summary

The methods described in this book can provide the best design and operating solution for a Supply Chain Network (SCN) that is subject to any prevailing conditions of Operational Uncertainty (OU). A SCN is defined as a network of production facilities, distribution centers and retail sales outlets. OU is defined as any relevant combination of i) multiple process objectives ii) fuzziness and iii) probability. Following this method always enables the determination of realistic optimum supply chain solutions, since the effects of any operational uncertainties are always provided for.

The book is arranged in two parts. The first part covers the theory and recent research into supply chain optimization under uncertainty. The second part documents the application of the newly proposed technology to an agricultural fertilizer’s (NPK, South Africa) supply chain.

Praise

“[...] an interesting and worthwhile addition to the literature, especially since there are few books or monographs that deal with supply chain design under uncertainty.”

Ignacio E. Grossmann, Carnegie Mellon University

About the author

Barrie M. Cole (B.Sc, M.Sc., Ph.D) has a long professional experience in the chemical and computer industries, has published several journal articles and has received numerous academic awards.

Hardback | 370 pp.
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January 2015
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Subject(s): Business and Management, Engineering, Business and Finance
URL: http://goo.gl/Jy7UPx

$ 90 | € 75 | £ 80
Value-based Marketing Strategy
Pricing and Costs for Relationship Management
by Santiago Lopez

Book summary
This book offers novel methods for developing value-based marketing strategies to increase income and profits. The reader learns quickly how to integrate key concepts from marketing, economics, finance, and accounting in order to develop and implement strategies, set prices and manage costs effectively. It provides practical explanations for major marketing concepts:

- How the forces of supply and demand interact with customer Value;
- How to develop effective competitive strategies;
- Understand the relationship between benefits, quantities, prices and costs;
- How to manage inventory and product mix efficiently;
- How to apply the Value model to increase profitability, and solve major marketing problems.

About the author
Santiago Lopez works as business consultant and marketing professor. Trained as an economist (Dartmouth College) and MBA (Universidad de los Andes) specialized in marketing, sales and finance, he has extensive managerial experience across a range of industries including education, agribusiness, automotive, oil & gas, food, restaurants and insurance.

Financial Management
A practical and accessible introduction for students and entrepreneurs
by John Smeur

Book summary
This book introduces key concepts and methods in business financial management. It consists of two parts. Part one is structured around start-up investments and key financing decisions facing entrepreneurs during their first year in business. The instruments examined include the investment budget, financing plan, the opening balance sheet, financial planning for profits and liquidity, the closing balance sheet and a complete treatment of ratio analysis.

Part two is about cost prices, budgeting and variance analysis, profit calculation methods and break-even point and, finally, calculations of the returns to alternative investment options. All of these subjects are treated in an accessible, stepwise manner and are accompanied with illuminating examples. The combination of theoretical rigor and simple explanations makes the present volume indispensable for both students and entrepreneurs.

About the author
John Smeur holds a Masters degree in Law. For thirty years he accumulated extensive industrial experience in positions spanning legal, commercial and managerial functions. Over the past decade he has lectured in legal subjects and economics for business at Windesheim University of Applied Sciences in the Netherlands.
Designing work, technology, organizations and vice versa
edited by A. Bruni, L. Parolin and C. Schubert

Book summary

The aim of the book is to discuss the relations among technologies, work and organisations from multiple theoretical perspectives and to engage with questions about design as well as the sociomaterial foundations of working and organising.

The book focuses on the close study of practices and processes that inextricably link work and organisation to the use of artefacts and technological systems (and vice versa), exploring in detail the sociomaterial articulations and disarticulations of daily work and design; the doing of objects and technologies in everyday organizational life; the reconstruction of organizational processes through technological and design practices; the relation between learning, innovations and technologies in organizational settings.

The book is addressed to graduate students, PhDs, scholars and researchers interested in the fields of Organization Studies, Science and Technology Studies, Sociology and Design, as well as to professionals and practitioners interested in new methodological approaches towards the relations between technology, work and organization.

About the editors

Attila Bruni is senior lecturer at the Department of Sociology and Social Research of the University of Trento.

Laura Lucia Parolin teaches Work and Organization Analysis at the Department of Sociology and Social Research of the University of Trento and Organization Theories at the Department of Sociology and Social Research of the University of Milano-Bicocca.

Cornelius Schubert is a post-doc researcher in the DFG research training programme “Locating Media” at the University of Siegen. He specialises in science and technology studies, medical and organisational sociology and innovation studies.

Hardback | 280 pp.
236mm x 160mm
September 2015
Series: Vernon Series in Sociology
Subject(s): Organization Studies, Science and Technology Studies, Sociology

$ 90 | €80 | £ 72
Sociology of Love
The Agapic Dimension of Societal Life
by Gennaro Iorio

Book summary
This book deals with a sociological concept: love-agape. Its goal is to introduce agape into the vocabulary of sociological analysis by demonstrating its potential to demarcate and to interpret social phenomena. Love-agape is presented as a critical concept. On the one hand, love-agape denounces the risks linked to the needs of closed groups, often absolutist and fundamentalist. On the other hand, it represents a concrete reality, lying at the root of a particular type of sociality. A sociality that, rather unconventionally, recognizes differences and distances, but also characterizes their condition of being together, as community founded on the recognition and respect of subjectivity.

About the author
Gennaro Iorio, PhD., is Associate Professor of Sociology at the University of Salerno. He has published a number of works on classical sociology, sociology of poverty and sociology of new technology.

Praise
“[…] deserves to be read, because it flies in the face of the weak thought emerging in social sciences, and proposes a new direction for the contemporary debate: on the shoulders of giants such as Sorokin, Simmel, Giddens, Boltanski and Honneth, it is time to go back and rediscover the ordinariness of the relationships which makes love something extraordinary for the whole society.”
Silvia Cataldi, University of Cagliari

Generational Poverty
An Economic Look at the Culture of the Poor
by Adam D. Vass Gal

Book summary
Generational Poverty covers the author’s eye-opening experiences with a young man named Jermaine and his family, initiated through the Big Brothers Big Sisters (BBBS) program. As someone who cares for Jermaine and his family, it was nothing short of a surprise to see first-hand some of the obstacles Jermaine’s family are creating for themselves, while at the same time battling many of today’s social constructs. This work identifies impediments that Jermaine has experienced as well as common challenges faced in his community.

In the author’s words: “Most of my research for this book is devoted to pinpointing these cultural issues and gathering varying opinions for each one. While I do detail each unique perspective, my goal is to align each argument to an economic fundamental. This creates a more consistent diagnosis that does not depend on a personal set of values.”

About the author
Adam Vass Gal has worked in financial services for 12 years, 10 of which he has served as an Investment Officer with the Oakley Group. This investment group has been named a Barron’s top 1,000 advisor for the last 5 years as well as the top advisor in Nashville during that time. He has also taught macro and microeconomics at Belmont University since 2003. Adam holds a BBA in economics and MS in finance, both from Mississippi State University.
Titans of the Forests

The Economic Evolution of the Human Species and that of Our Cultures

by Gregory V. Short

About the author

Gregory Short is a retired world history, political science, and economics teacher with almost forty years of teaching experience. He received a History degree from the University of Texas at Arlington in 1976, before pursuing graduate studies in Public Administration and Education. In 1981, he graduated from the American Economic Institute of Free Enterprise at Texas A&M. He has researched the subject of our incredible economic evolution for over twenty years.

Book summary

Instead of dwelling on the biological, physiological, or even the genetic aspects of our evolution, “Titans of the Forests” takes a completely different approach, which could be referred to as the unchartered and neglected field of macroevolution. Uniquely captivating, controversial, and very readable, it is the author’s contention that we as a species were continuously forced to change our way of obtaining nourishment, or rather our various economies, in order to adapt to the ever-changing world. And as a result of this economic adaptation, our species would then and only then begin to slowly change into the modern humans of today.

Praise

“In a world of increasing academic and expert specialization, it is rare to find a text so grand in scope and holistic in perspective [...]”

Dr. Andrew Nelson, Department of Anthropology, University of North Texas

The Rig-Vedic And Post-Rig-Vedic Polity

(1500 BCE-500 BCE)

by R.U.S. Prasad

About the author

Dr. Prasad is currently a research associate in the Department of South Asian Studies, Harvard University. This book is a culmination of more than three years of research at Harvard where he works with Professor Michael Witzel. Dr. Prasad holds a Doctorate degree from Jawaharlal Nehru University, India and a Master's degree in History and Economics from Patna University, India. He has held a variety of assignments under the Government of India including that of Secretary to Government of India.

Book summary

The book critically examines and assesses the literary evidence available through Vedic and allied literature portraying the nature of Vedic polity, the functionalities of its various institutions, and the various social and religious practices. It contains extensive discussions on political system and institutions, religious and social practices as they obtained during the Rig-Vedic and post Rig-Vedic periods. It provides a fresh approach to the cult of sacrifice and fire rituals practiced by Vedic Aryans along with an in-depth analysis of the Vedic view of Nationalism, Sovereignty, Kingship and State as discernible from Vedic texts.

Praise

“ [...] An important study that enhances our understanding of early Indian polity.”

Edwin Bryant, Professor of Hinduism, Rutgers, State University of New Jersey

“ [...] A breadth of scholarship as astonishing as it is impressive.”

Nicholas C. Hope, Stanford University
Leonardo Da Vinci's Treatise of Painting
by Richard Shaw Pooler

Book summary
This book traces the story of the world's greatest essay on painting - Leonardo Da Vinci's "Treatise of Painting". It combines an extensive body of literature about the Treatise with original research to offer a unique perspective on:

- Its origins, and history of how it survived the dispersal of manuscripts;
- Its contents, their significance and how Leonardo developed his Renaissance Theory of Art;
- The development of both the abridged and complete printed editions;
- How the printed editions have influenced treatises and art history throughout Europe, the Eastern Mediterranean, and America from the Seventeenth to the Twentieth Centuries.

Praise
"[...] an interesting and well-written account of a puzzling aspect of art history"
Peter G. Underwood, Emeritus Professor, University of Cape Town.

About the author
Richard Shaw Pooler was born in 1948 in Durban, South Africa. He graduated with Bachelors (First Class Honors) in 1970 and MPhil (Distinction) in 2004, both from the University of Cape Town, before completing his doctoral thesis at the University of South Africa in 2014. He is the author of various books on art and other subjects.
The Distinction of Human Being
An Introduction to the Logotectonic Method of Conception
by Thomas K. Caplan

Book summary

This study introduces philosophy students and professionals to the “logotectonic” method of conception as developed by the late Heribert Boeder, a pupil of Martin Heidegger, which is broadly structuralist in its approach but endeavors to make evident how the principles of rationality governing the Occidental tradition λογος (logos) – even those dictated by the animus of our post/modern world of thought in opposition to it – are, in fact, founded upon the “nature” of pure reason itself, the intellect, the discipline, and the art of which can been understood as constituting a unique “language” containing a vocabulary of distinguished terms, a syntax that determines their ratios, and rules of inference with which these terms of principle, insight, and issue are built into trains of thought about thought, every thought.

As a result, the wisdom of the Muses (Homer, Hesiod, Solon), of the Holy Spirit (the Synoptic Narratives of Mark, Luke, and Matthew, the Apostolic Letters of Paul, the Gospel of John), and of Humanity (Rousseau, Schiller, Hölderlin) can be seen to have thrice articulated, in their own terms, a moving vision of our experience with the distinction of human being, inspiring critical reflection to consider the ‘logos’ as a destiny with regards to which even we, as the thinkers, the doers, and the builders of today, are still learning what it means to make a difference.

'The Distinction of Human Being’ offers contemporary thinkers, beginners as well as professionals, a comprehensive reading of the origin and the tradition of metaphysics encompassing the life and times of pure reason as it unfolds across its theoretical, practical, and poetic endeavor of conception the last of which suggests what a philological philosophy might entail and demand of a new generation of friends of wisdom.

About the author

Thomas Kruger Caplan studied Literature Theory in Paris, philosophy in Osnabrück (Germany) with Heribert Boeder, a pupil of Martin Heidegger, attended experimental theater workshops at the Brunswick University of Fine Arts (Germany), and is currently teaching business English, philosophy, cultural history, and rhetoric at the Ostfalia University of Applied Sciences (Salzgitter, Germany).
The Collected Short Works of Thorstein Veblen
Volumes I-III

Book summary

This three-volume collection contains Veblen's publications in academic journals and other scholarly press outlets. The articles are organized under major chapters covering Veblen's pioneering thoughts on social organization; economic theory; social theory; institutions, social organization and economic performance; contemporary policies and social movements; social applications of evolutionary reasoning. Veblen made numerous seminal contributions on issues as diverse as the social role of science, the economic and social competition between entrepreneurs and engineers as well as the still under-appreciated preconceptions of economics as a science.

The collection brings together much work that has been inaccessible in print and provides instructive reading for researchers on institutional economics, evolutionary economics as well as those with an interest on the history of economic thought. This edition has been professionally typeset from the original articles for easier reading and includes a comprehensive index. It is printed on quality, hard-bound volumes, resulting in an indispensable contemporary edition of Veblen's timeless ideas.

About the author

Thorstein Bunde Veblen (1857-1929) was an American economist widely considered the founding father of modern institutional economics. His contact with philosophers and other social scientists as much as with economists is reflected in the critical tone of his writing on economics and his witty description of capitalist economic and social structures. He became an editor of the pre-eminent Journal of Political Economy and enjoyed widespread accolade for his books The Theory of the Leisure Class and The Theory of Business Enterprise. His diverse writings are heavily influenced by the evolutionary turn apparent in much of social science at the time and seek social analogies of natural mechanisms of speciation, competition and selection.

Hardback | 589 pp. (3 Volumes)
236mm x 160mm
March 2015
Series: Vernon Series in Classics in Economics
Subject(s): Economics, Institutional Economics, Economic Theory and Philosophy
URL: http://goo.gl/dRfmKL

$ 135 | € 114 | £ 84
A Plan of the English Commerce
by Daniel Defoe

Book summary

A Plan of the English Commerce is a rare piece of economic history covering the crucial period at the outset of the first Industrial Revolution and the early wave of globalization. Unlike other chroniclers of British economic development, Defoe was contemporary to and often had first-hand experience of important events. His account therefore offers an extraordinary vantage point, free from the distorting lens of modern theoretical explanations. An account rich in anecdotes and penetrating observations, Defoe’s work emphasizes neglected aspects of the world economy at the time, such as the interplay between industrial policy and international trade.

Praise

“Defoe’s main economic work [...] a thorough and insightful account of Tudor industrial policy (under England’s Tudor monarchs) that has much to teach us today. [...] shows that it was [...] government protection and subsidies that developed British woolen manufacturing.”

Ha-Joon Chang, Bad Samaritans, (2008, Bloomsbury Publishing)

About the author

Daniel Defoe (1660-1731) was an English merchant, civil servant, journalist, writer, economist and spy nowadays best known for literary classic Robinson Crusoe. Hailing from a humble family, Defoe’s ambition, restless nature and ability to bounce back from failure took him to faraway lands, engaged him in countless business ventures and an equal amount of problems with creditors, business and political adversaries. Working for the Crown nurtured his thinking on matters of national interest and exposed him to leading policy thinking of the time. Defoe published over 560 pamphlets and books in topics as diverse as politics, crime, economics, history, topography, personal relationships and spirituality before turning to fiction in later life.

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