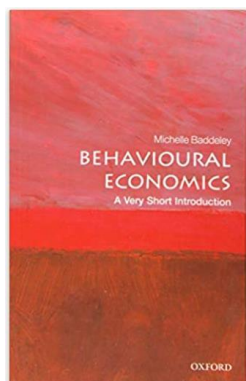


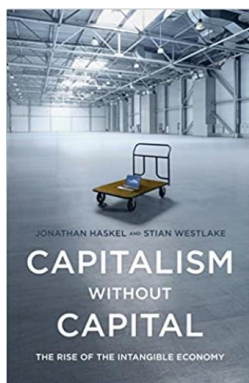


Key Stage 5



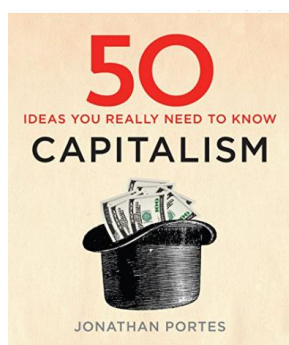
**Behavioural economics – a very short introduction**

Traditionally economists have based their economic predictions on the assumption that humans are super-rational creatures, using the information we are given efficiently and generally making selfish decisions that work well for us as individuals. Economists also assume that we're doing the very best we can possibly do - not only for today, but over our whole lifetimes too. But increasingly the study of behavioural economics is revealing that our lives are not that simple. Instead, our decisions are complicated by our own psychology. Each of us makes mistakes every day. We don't always know what's best for us and, even if we do, we might not have the self-control to deliver on our best intentions. We struggle to stay on diets, to get enough exercise and to manage our money. We misjudge risky situations. We are prone to herding: sometimes peer pressure leads us blindly to copy others around us; other times copying others helps us to learn quickly about new, unfamiliar situations.



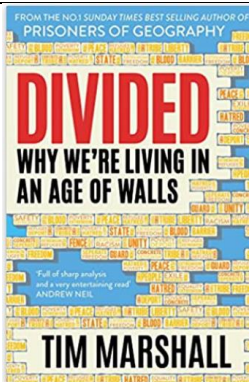
**Capitalism Without Capital: The Rise of the Intangible Economy**

The first comprehensive account of the growing dominance of the intangible economy. Early in the twenty-first century, a quiet revolution occurred. For the first time, the major developed economies began to invest more in intangible assets, like design, branding, R&D, or software, than in tangible assets, like machinery, buildings, and computers. For all sorts of businesses, from tech firms and pharma companies to coffee shops and gyms, the ability to deploy assets that one can neither see nor touch is increasingly the main source of long-term success. But this is not just a familiar story of the so-called new economy. Capitalism without Capital shows that the growing importance of intangible assets has also played a role in some of the big economic changes of the last decade. The rise of intangible investment is, Jonathan Haskel and Stian Westlake argue, an underappreciated cause of phenomena from economic inequality to stagnating productivity.



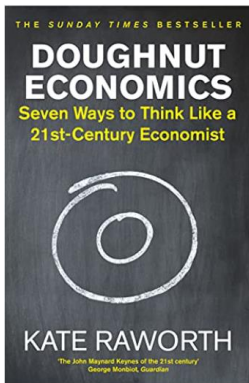
**Capitalism: 50 Ideas You Really Need to Know**

Controversial and unavoidable, it shapes our society and our lives - but what really is capitalism? Does it mean greed is good? Are inequality and poverty its inevitable consequences? Can economic growth continue forever or are constant cycles of boom and bust a foregone conclusion? Indeed, is capitalism in a fatal crisis - and what, if any, are the alternatives?



**Divided**

We feel more divided than ever.; This riveting analysis tells you why.; Walls are going up. Nationalism and identity politics are on the rise once more. Thousands of miles of fences and barriers have been erected in the past ten years, and they are redefining our political landscape.; There are many reasons why we erect walls, because we are divided in many ways: wealth, race, religion, politics. In Europe the ruptures of the past decade threaten not only European unity, but in some countries liberal democracy itself.



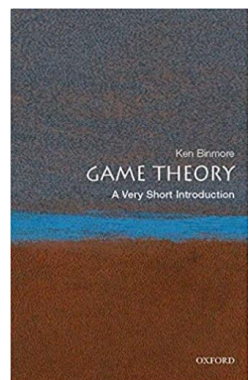
### Doughnut Economics

Unforeseen financial crises. Extreme wealth inequality. Relentless pressure on the environment. Can we go on like this? Is there an alternative? In *Doughnut Economics*, Oxford academic Kate Raworth lays out the seven deadly mistakes of economics and offers a radical re-envisioning of the system that has brought us to the point of ruin. Moving beyond the myths of 'rational economic man' and unlimited growth, *Doughnut Economics* zeroes in on the sweet spot: a system that meets all our needs without exhausting the planet.



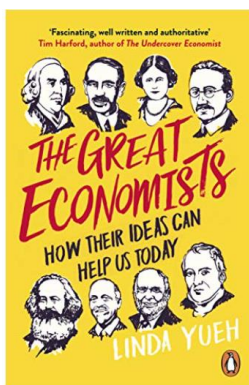
### Economics for the Common Good

From Nobel Prize-winning economist Jean Tirole, a bold new agenda for the role of economics in society. When Jean Tirole won the 2014 Nobel Prize in Economics, he suddenly found himself being stopped in the street by complete strangers and asked to comment on issues of the day, no matter how distant from his own areas of research. His transformation from academic economist to public intellectual prompted him to reflect further on the role economists and their discipline play in society. The result is *Economics for the Common Good*, a passionate manifesto for a world in which economics, far from being a "dismal science," is a positive force for the common good. Economists are rewarded for writing technical papers in scholarly journals, not joining in public debates. But Tirole says we urgently need economists to engage with the many challenges facing society, helping to identify our key objectives and the tools needed to meet them.



### Game Theory - a very short introduction

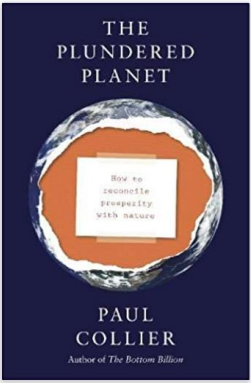
Games are everywhere: Drivers manoeuvring in heavy traffic are playing a driving game. Bargain hunters bidding on eBay are playing an auctioning game. A firm negotiating next year's wage is playing a bargaining game. The opposing candidates in an election are playing a political game. The supermarket's price for corn flakes is decided by playing an economic game.

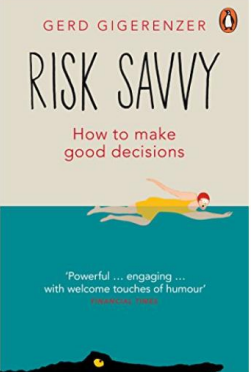

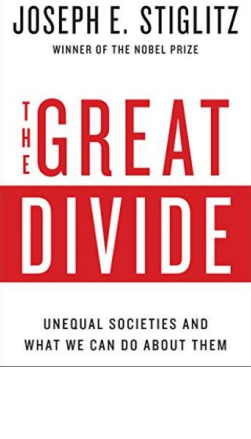
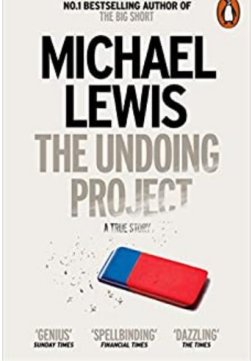
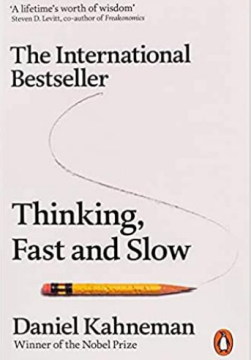


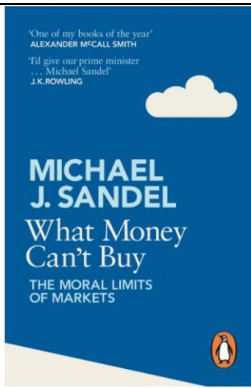
### Great Economists: How Their Ideas Can Help Us Today

Since the days of Adam Smith, economists have grappled with a series of familiar problems -- but often their ideas are hard to digest before we even try to apply them to today's issues. Linda Yueh is renowned for her combination of erudition, as an accomplished economist herself, and accessibility, as a leading writer and broadcaster in this field; and in *The Great Economists* she explains the key thoughts of history's greatest economists, how their lives and times affected their ideas, how our lives have been influenced by their work, and how they could help with the policy challenges that we face today.

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|     | <p><b>23 Things They Don't Tell You About Capitalism</b><br/> Ha-Joon Chang dispels the myths and prejudices that have come to dominate our understanding of how the world works. He succeeds in both setting the historical record straight ('the washing machine has changed the world more than the internet'; 'the US does not have the highest living standard in the world'; 'people in poor countries are more entrepreneurial than people in rich countries') and persuading us of the consequences of his analysis ('making rich people richer doesn't make the rest of us richer'; 'companies should not be run in the interest of their owners'; 'financial markets need to become less, not more, efficient').</p>                                                                                                                                                                                                                                                                                                                                                                |
|    | <p><b>Alibaba: The House that Jack Ma Built</b><br/> In just a decade and half Jack Ma, a man who rose from humble beginnings and started his career as an English teacher, founded and built Alibaba into the second largest Internet company in the world. The company's \$25 billion IPO in 2014 was the world's largest, valuing the company more than Facebook or Coca Cola. Alibaba today runs the e-commerce services that hundreds of millions of Chinese consumers depend on every day, providing employment and income for tens of millions more. A Rockefeller of his age, Jack has become an icon for the country's booming private sector, and as the face of the new, consumerist China is courted by heads of state and CEOs from around the world.</p>                                                                                                                                                                                                                                                                                                                        |
|   | <p><b>Growth Delusion: The Wealth and Well-Being of Nations</b><br/> According to the economy, we have never been wealthier or happier. So why doesn't it feel that way? <i>The Growth Delusion</i> explores how we prioritise growth maximisation without stopping to think about the costs. So much of what is important to our well-being, from safe streets to sound minds, lies outside the purview of statistics. In a book that is both thought-provoking and entertaining, David Pilling argues that our steadfast loyalty to growth is informing misguided policies and proposes different criteria for measuring our success.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|  | <p><b>Inner Lives of Markets: How People Shape Them—And They Shape Us</b><br/> What is a market? To most people it is a shopping centre or an abstract space in which stock prices vary minutely. In reality, a market is something much more fundamental to being human, and it affects not just the price of tomatoes but the boundaries of everything we value. Reading the newspapers these days, you could be forgiven for thinking that markets are getting ever more efficient - and better. But as Tim Sullivan and Ray Fisman argue in this insightful book, that view is far from complete. For one thing, efficiency isn't always a good thing - illegal markets are very often more efficient than legal ones, because they are free of concern for laws and human rights. But even more importantly, the chatter about efficiency has obscured a much broader conversation about what kind of economic exchange we actually want. Every regulation, every sticker price, and every sale is part of an ever-changing ecosystem - one that affects us as much as we affect it.</p> |
|  | <p><b>Misbehaving: The Making of Behavioural Economics</b><br/> Nobel laureate Richard H. Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. <i>Misbehaving</i> is his arresting, frequently hilarious account of the struggle to bring an academic discipline back down to earth—and change the way we think about economics, ourselves, and our world. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying a clock radio, selling basketball tickets, or applying for a mortgage, we all succumb to biases and make decisions that deviate from the standards of</p>                                                                                                                                                                                                                                                                                                               |

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|                                                                                     | <p>rationality assumed by economists. In other words, we misbehave. More importantly, our misbehaviour has serious consequences. Dismissed at first by economists as an amusing sideshow, the study of human miscalculations and their effects on markets now drives efforts to make better decisions in our lives, our businesses, and our governments.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|    | <p><b>Plundered Planet: How to Reconcile Prosperity with Nature</b><br/> Paul Collier's <i>The Bottom Billion</i> had a profound impact on our thinking about global poverty. Now, with <i>The Plundered Planet</i>, he has set himself an even more ambitious goal: to reconcile the immediate needs of the world's burgeoning population with a sustainable environmental future. Is it possible to continue to feed and clothe ourselves without despoiling the planet for future generations? Can the poorest nations harness the economic opportunities that natural resources provide for long-term economic growth? How does our treatment of agriculture and fisheries need to change? Is there a fair and effective way to deal with the world's carbon emissions? What kind of framework do we need to deal with all these issues?</p> |
|   | <p><b>Poor Economics: Rethinking Ways to Fight Global Poverty</b><br/> Why do the poor borrow to save? Why do they miss out on free life-saving immunizations, but pay for unnecessary drugs? In <i>Poor Economics</i>, Abhijit V. Banerjee and Esther Duflo, two award-winning MIT professors, answer these questions based on years of field research from around the world. Called "marvellous, rewarding" by the Wall Street Journal, the book offers a radical rethinking of the economics of poverty and an intimate view of life on 99 cents a day. <i>Poor Economics</i> shows that creating a world without poverty begins with understanding the daily decisions facing the poor.</p>                                                                                                                                                  |
|  | <p><b>Prisoners of Geography</b><br/> All leaders are constrained by geography. Their choices are limited by mountains, rivers, seas, and concrete. Yes, to follow world events you need to understand people, ideas, and movements - but if you don't know geography, you'll never have the full picture. If you've ever wondered why Putin is so obsessed with Crimea, why the USA was destined to become a global superpower, or why China's power base continues to expand ever outwards, the answers are all here.</p>                                                                                                                                                                                                                                                                                                                      |
|  | <p><b>Rebel Ideas</b><br/> <i>Rebel Ideas</i> examines the power of 'cognitive diversity' - the ability to think differently about the world around us. It explains how to harness our unique perspectives, pool our collective intelligence, and tackle the greatest challenges of our age - from climate change to terrorism. It draws on a dazzling range of case studies, including the catastrophic failings of the CIA before 9/11, a fatal communication breakdown on top of Mount Everest and a moving tale of deradicalization in America's Deep South.</p>                                                                                                                                                                                                                                                                             |

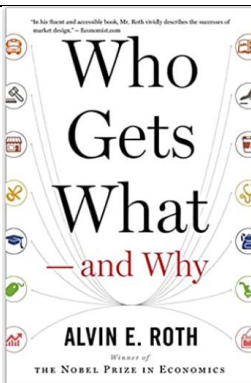
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|    | <p><b>Risk Savvy - How to make good decisions</b></p> <p>Risk-taking is essential for innovation, fun, and the courage to face the uncertainties in life. Yet for many important decisions, we're often presented with statistics and probabilities that we don't really understand, and we inevitably rely on experts in the relevant fields - policy makers, financial advisors, doctors - to analyse and choose for us. But what if they don't quite understand the way the information is presented either?</p> <p>How do we make sure we're asking doctors the right questions about proposed treatment? Is there a rule of thumb that could help choose the right partner?</p>                                                                                                                                                                                                                                                               |
|    | <p><b>The Everything Store: Jeff Bezos and the Age of Amazon</b></p> <p>The definitive story of the largest and most influential company in the world and the man whose drive and determination changed business forever. Though Amazon.com started off delivering books through the mail, its visionary founder, Jeff Bezos, was never content with being just a bookseller. He wanted Amazon to become 'the everything store', offering limitless selection and seductive convenience at disruptively low prices. To achieve that end, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now...</p>                                                                                                                                                                                                                                                                                           |
|   | <p><b>The Great Divide</b></p> <p>A singular voice of reason in an era defined by bitter politics and economic uncertainty, Joseph E. Stiglitz has time and again diagnosed America's greatest economic challenges, from the Great Recession and its feeble recovery to the yawning gap between the rich and the poor. <i>The Great Divide</i> gathers his most provocative reflections to date on the subject of inequality. As Stiglitz ably argues, a healthy economy and a fairer democracy are within our grasp if we can put aside misguided interests and ideologies and abandon failed policies. Opening with the essay that gave the Occupy Movement its slogan, "We are the 99%," later essays in <i>The Great Divide</i> reveal equality of opportunity as a national myth, show that today's outsized inequality is a matter of choice, and explain reforms that would spur higher growth, more opportunity, and greater equality.</p> |
|  | <p><b>The Undoing Project</b></p> <p>In 1969 two men met on a university campus. Their names were Daniel Kahneman and Amos Tversky. They were different in every way. But they were both obsessed with the human mind - and both happened to be geniuses. Together, they would change the way we see the world.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|  | <p><b>Thinking Fast and Thinking Slow</b></p> <p>Why is there more chance we'll believe something if it's in a bold type face? Why are judges more likely to deny parole before lunch? Why do we assume a good-looking person will be more competent? The answer lies in the two ways we make choices: fast, intuitive thinking, and slow, rational thinking. This book reveals how our minds are tripped up by error and prejudice (even when we <i>think</i> we are being logical), and gives you practical techniques for slower, smarter thinking. It will enable to you make better decisions at work, at home, and in everything you do.</p>                                                                                                                                                                                                                                                                                                 |



### What Money Can't Buy: The Moral Limits of Markets

Should we pay children to read books or to get good grades? Is it ethical to pay people to test risky new drugs or to donate their organs? What about hiring mercenaries to fight our wars, outsourcing inmates to for-profit prisons, auctioning admission to elite universities, or selling citizenship to immigrants willing to pay? Isn't there something wrong with a world in which everything is for sale?

In recent decades, market values have crowded out nonmarket norms in almost every aspect of life—medicine, education, government, law, art, sports, even family life and personal relations. Without quite realizing it, Sandel argues, we have drifted from *having* a market economy to *being* a market society.



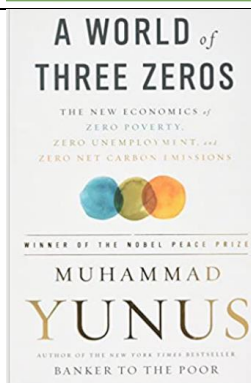
### Who Gets What - And Why?

Most of the study of economics deals with commodity markets, where the price of a good connects sellers and buyers. But what about other kinds of "goods," like a spot in the Yale freshman class or a position at Google? If you've ever sought a job or hired someone, applied to college, or guided your child into a good kindergarten, asked someone out on a date or been asked out, you've participated in a kind of market. This is the territory of matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor determining who gets what.



### Why Information Grows: The Evolution of Order, from Atoms to Economies

While economists often turn to measures like GDP or per-capita income, César Hidalgo turns to information theory to explain the success or failure of a country's economic performance. Through a radical rethinking of what the economy *is*, Hidalgo shows that natural constraints in our ability to accumulate knowledge, knowhow and information explain the evolution of social and economic complexity. This is a rare tour de force, linking economics, sociology, physics, biology, and information theory, to explain the evolution of social and economic systems as a consequence of the physical embodiment of information in a world where knowledge is quite literally power.



### World of Three Zeroes

Muhammad Yunus, the Bangladeshi economist who invented microcredit, founded Grameen Bank, and earned a Nobel Prize for his work in alleviating poverty, is one of today's most trenchant social critics. In his latest book, he declares it's time to admit that the capitalist engine is broken--that in its current form it inevitably leads to rampant inequality, massive unemployment, and environmental destruction. To save humankind and the planet, we need a new economic system based on a more realistic vision of human nature--one that recognizes altruism and generosity as driving forces that are just as fundamental and powerful as self-interest.

Is this a pipe dream? Not at all. In the decade since Yunus first began to articulate his ideas for a new form of capitalism, thousands of companies, non-profits, and individual entrepreneurs around the world have embraced them. From Albania to Colombia, India to Germany, France to Malaysia, Haiti to Cambodia, businesses and enterprises are being created that are committed to reducing poverty, improving health care and education, cleaning up pollution, and serving other urgent human needs in ingenious, innovative ways.