



## Everlasting Light Bulbs: How Economics Illuminates the World

By John Kay

The Erasmus Press Ltd. Paperback. Book Condition: new. BRAND NEW, Everlasting Light Bulbs: How Economics Illuminates the World, John Kay, Can economics be fun? Is it relevant to everyday life? John Kay believes passionately that the answer to both questions is yes and in this collection of essays, based on his widely acclaimed Financial Times columns, he sets out to prove it. In this book, you will learn why modern advertisements frequently convey no information, understand that tailgating drivers and hedge fund managers are victims of the same illusions, appreciate the inefficiency of Christmas giving, and benefit from the economic lessons of a romantic evening at the Elizabeth restaurant thirty years ago. You will find here acerbic commentary on the boom and bust in financial markets, a wide ranging guide to the latest economic ideas, and a demonstration that complex analysis can be made accessible through lucid exposition and dry humour.



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