Trillion Dollar Economists. How Economists and Their Ideas have Transformed Business. Bloomberg

Description: PRAISE FOR TRILLION DOLLAR ECONOMISTS

  A tour de force showcase of progress attained by the marriage of economics and human imagination. A must read for innovators, entrepreneurs, policymakers, and students of economics hoping to chart a better future.
  Jay Walker, founder of Priceline and Walker Digital

  Bob Litan’s combination of sprightly prose, personal touch, wide range, and enthusiasm for his subject which might well be called “what economics has contributed to the economy” makes this marvelous book a rare find. Pick it up and you’ll find yourself drawn into his infatuation with economic analysis. This book educates and entertains at the same time—quite a deal.
  Alan S. Blinder, Professor of Economics at Princeton University and the author of After the Music Stopped

  Bob Litan is one of the most brilliant and versatile economists of the modern age. His book on the history of economist-innovators will open your eyes to some of the most important people in economics and their contributions to modern society. This is an inside story of breakthroughs from matchmaking to mathematical programming, from financial wizardry to the deregulation movement. Everyone from interested amateur to seasoned professional will learn greatly from this book.
  William Nordhaus, Sterling Professor of Economics, Yale University

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