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materials.

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- *Inkscape*: While mainly a vector graphics editor, Inkscape also has PDF modifying capabilities. You can utilize it to add text, forms, and photos to your The Rational Optimist How Prosperity Evolves PDF files.
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**The Rational Optimist**

**How Prosperity**

**Evolves** *Harper Collins*  
 Life is getting better—and at an accelerating rate. Food availability, income, and life span are up; disease, child mortality, and violence are down — all across the globe. Though the world is far from perfect, necessities and luxuries alike are getting cheaper; population growth is slowing; Africa is following Asia out of poverty; the Internet, the mobile phone, and container shipping are enriching people's lives as never before. The pessimists who dominate public discourse insist that we will soon reach a turning point and things will start to get worse. But they have been saying this for two hundred years. Yet Matt Ridley does more

than describe how things are getting better. He explains why. Prosperity comes from everybody working for everybody else. The habit of exchange and specialization—which started more than 100,000 years ago—has created a collective brain that sets human living standards on a rising trend. The mutual dependence, trust, and sharing that result are causes for hope, not despair. This bold book covers the entire sweep of human history, from the Stone Age to the Internet, from the stagnation of the Ming empire to the invention of the steam engine, from the population explosion to the likely consequences of climate change. It ends

with a confident assertion that thanks to the ceaseless capacity of the human race for innovative change, and despite inevitable disasters along the way, the twenty-first century will see both human prosperity and natural biodiversity enhanced. Acute, refreshing, and revelatory, *The Rational Optimist* will change your way of thinking about the world for the better.

**The Rational Optimist**

**How Prosperity Evolves** *HarperCollins UK*

The "New York Times"-bestselling author of "Genome" and "The Red Queen" offers a provocative case for an economics of hope, arguing that the

benefits of commerce, technology, innovation, and change--cultural evolution--will inevitably increase human prosperity.

**The Rational Optimist: How Prosperity Evolves**

*HarperCollins UK*

Shortlisted for the BBC Samuel Johnson Prize for Non-fiction 2011. Life is on the up.

**The Rational Optimist**

**How Prosperity Evolves** *HarperCollins*

For two hundred years the pessimists have dominated public discourse, insisting that things will soon be getting much worse. But in fact, life is getting better—and at an accelerating rate. Food availability, income, and life span

are up; disease, child mortality, and violence are down all across the globe. Africa is following Asia out of poverty; the Internet, the mobile phone, and container shipping are enriching people's lives as never before. In his bold and bracing exploration into how human culture evolves positively through exchange and specialization, bestselling author Matt Ridley does more than describe how things are getting better. He explains why. An astute, refreshing, and revelatory work that covers the entire sweep of human history—from the Stone Age to the Internet—*The Rational Optimist* will change your way of thinking about the world for the better.

## **The Evolution of Everything**

### **How New Ideas Emerge** *HarperCollins*

The New York Times bestselling author of *The Rational Optimist* and *Genome* returns with a fascinating argument for evolution that definitively dispels a dangerous, widespread myth: that we can command and control our world. Human society evolves. Change in technology, language, morality, and society is incremental, inexorable, gradual, and spontaneous. It follows a narrative, going from one stage to the next; it creeps rather than jumps; it has its own spontaneous momentum rather than being driven from outside; it has no goal

or end in mind; and it largely happens by trial and error—a version of natural selection. Much of the human world is the result of human action but not of human design: it emerges from the interactions of millions, not from the plans of a few. Drawing on fascinating evidence from science, economics, history, politics, and philosophy, Matt Ridley demolishes conventional assumptions that the great events and trends of our day are dictated by those on high, whether in government, business, academia, or organized religion. On the contrary, our most important achievements develop from the bottom up. Just as skeins of geese form Vs in the sky without meaning to and termites build mud cathedrals without architects, so brains take shape without brain-makers, learning happens without teaching, and morality changes for no reason other than the prevailing fashion. Although we neglect, defy, and ignore them, bottom-up trends shape the world. The Industrial Revolution, cell phones, the rise of Asia, and the Internet were never planned; they happened. Languages emerged and evolved by a form of natural selection, as did common law. Torture, racism, slavery, and pedophilia—all once widely regarded as acceptable—are now seen as immoral despite the decline of

religion in recent decades. In this wide-ranging and erudite book, Ridley brilliantly makes the case for evolution, rather than design, as the force that has shaped much of our culture, our technology, our minds, and that even now is shaping our future. As compelling as it is controversial, as authoritative as it is ambitious, Ridley's deeply thought-provoking book will change the way we think about the world and how it works.

### **Ten Global Trends Every Smart Person Should Know**

**And Many Others You Will Find Interesting** *Cato Institute*

"Ten Global Trends Every Smart Person

Should Know is a pleasure: gorgeous, self-contained vignettes on human progress, which you can sample at your leisure or devour in a sitting." —Steven Pinker, author of *Enlightenment Now: The Case for Reason, Science, Humanism, and Progress* Think the world is getting worse? If so, you're wrong. The world is, for the most part, actually getting better. But 58 percent of people in 17 countries who were surveyed in 2016 thought that the world was either getting worse or staying the same. Americans were even more glum: 65 percent thought the world was getting worse and only 6 percent thought it was getting better. The uncontroversial data

on major global trends in this book will persuade you that this dark view of the state of humanity and the natural world is, in large part, badly mistaken. World population will peak at 8-9 billion before the end of this century, as the global fertility rate continues its fall from 6 children per woman in 1960 to the current rate of 2.4. The global absolute poverty rate has fallen from 42 percent in 1981 to 8.6 percent today. Satellite data show that forest area has been expanding since 1982. Natural resources are becoming ever cheaper and more abundant. Since 1900, the average life expectancy has more than doubled, reaching more than 72 years globally. Of course,

major concerns such as climate change, marine plastic pollution, and declining wildlife populations are still with us, but many of these problems are already being ameliorated as a result of the favorable economic, social, and technological trends that are documented in this book. You can't fix what is wrong in the world if you don't know what's actually happening. Ten Global Trends Every Smart Person Should Know will provide busy people with quick-to-read, easily understandable, and entertaining access to surprising facts that they need to know about how the world is really faring.

**It's Better Than It Looks**

## Reasons for Optimism in an Age of Fear *PublicAffairs*

Is civilization teetering on the edge of a cliff? Or are we just climbing higher than ever? Most people who read the news would tell you that 2017 is one of the worst years in recent memory. We're facing a series of deeply troubling, even existential problems: fascism, terrorism, environmental collapse, racial and economic inequality, and more. Yet this narrative misses something important: by almost every meaningful measure, the modern world is better than it ever has been. In the United States, disease, crime, discrimination, and most forms of pollution are in long-term decline, while longevity

and education keep rising and economic indicators are better than in any past generation. Worldwide, malnutrition and extreme poverty are at historic lows, and the risk of dying by war or violence is the lowest in human history. It's not a coincidence that we're confused--our perspectives on the world are blurred by the rise of social media, the machinations of politicians, and our own biases. Meanwhile, political reforms like the Clean Air Act and technological innovations like the hybridization of wheat have saved huge numbers of lives. In that optimistic spirit, Easterbrook offers specific policy reforms to address climate change, inequality, and

other problems, and reminds us that there is real hope in conquering such challenges. In an age of discord and fear-mongering, *It's Better Than It Looks* will profoundly change your perspective on who we are, where we're headed, and what we're capable of.

**How Many Light Bulbs Does It Take to Change the World?** *London*

*Publishing Partnership*  
Almost every schoolchild learns that Thomas Edison invented the light bulb. But did he? And if he hadn't invented it, would we be still living in the dark? Acclaimed author Matt Ridley (*The Rational Optimist*, *The Evolution of Everything*) explains that at least 20 other

people can lay claim to this breakthrough moment. Ridley argues that the light bulb emerged from the combined technologies and accumulated knowledge of the day – it was bound to emerge sooner or later. Based on his 2018 Hayek Memorial Lecture, Ridley contends that innovation – from invention through to development and commercialisation – is the most important unsolved problem in all of human society. We rely on it – but we do not fully understand it, we cannot predict it and we cannot direct it. In *How Many Light Bulbs Does It Take to Change the World?* Ridley examines the nature of innovation – and how people often fear its consequences.

He dispels the myth that automation destroys jobs - and demonstrates how innovation leads to economic growth. And he argues that intellectual property rights, originally intended to encourage innovation, are now being used by big business to defend their monopolies. Ridley concludes that innovation is a mysterious and under-appreciated process that we discuss too rarely, hamper too much and value too little.

### **More from Less**

**The Surprising Story of How We Learned to Prosper Using Fewer Resources—and What Happens Next**  
*Scribner*

From the coauthor of the New York Times bestseller *The Second Machine Age*, a paradigm-shifting argument “full of fascinating information and provocative insights” (Publishers Weekly, starred review)—demonstrating that we are increasing prosperity while using fewer natural resources. Throughout history, the only way for humanity to grow was by degrading the Earth: chopping down forests, polluting the air and water, and endlessly using up resources. Since the first Earth Day in 1970, the focus has been on radically changing course: reducing our consumption, tightening our belts, and learning to share and reuse. Is that

argument correct? Absolutely not. In *More from Less*, McAfee argues that to solve our ecological problems we should do the opposite of what a decade of conventional wisdom suggests. Rather than reduce and conserve, we should rely on the cost-consciousness built into capitalism and the streamlining miracles of technology to create a more efficient world. America—a large, high-tech country that accounts for about 25% of the global economy—is now generally using less of most resources year after year, even as its economy and population continue to grow. What's more, the US is polluting the air and water less, emitting fewer greenhouse gases, and replenishing endangered animal populations. And, as McAfee shows, America is not alone. Other countries are also transforming themselves in fundamental ways. What has made this turnabout possible? One thing, primarily: the collaboration between technology and capitalism, although good governance and public awareness have also been critical. McAfee does warn of issues that haven't been solved, like global warming, overfishing, and communities left behind as capitalism and tech progress race forward. But overall, *More from Less* is a revelatory and "deeply engaging" (Booklist) account of how we've stumbled into an

unexpectedly better balance with nature—one that holds out the promise of more abundant and greener centuries ahead.

### **A Rough Ride to the Future** *Abrams*

Now in his 95th year, James Lovelock has been hailed as “the man who conceived the first wholly new way of looking at life on earth since Charles Darwin†?

(Independent) and “the most profound scientific thinker of our time†? (Literary Review). *A Rough Ride to the Future* introduces two new Lovelockian ideas. The first is that three hundred years ago, when Thomas Newcomen invented the steam engine, he was unknowingly

beginning what Lovelock calls “accelerated evolution,†? a process that is bringing about change on our planet roughly a million times faster than Darwinian evolution. The second is that as part of this process, humanity has the capacity to become the intelligent part of Gaia, the self-regulating earth system whose discovery Lovelock first announced nearly fifty years ago. *A Rough Ride to the Future* is also an intellectual autobiography, in which Lovelock reflects on his life as a lone scientist, and asks—eloquently—whether his career trajectory is possible in an age of increased bureaucratization. *A* We are now changing the atmosphere again,

and Lovelock argues that there is little that can be done about this. But instead of feeling guilty, we should recognize what is happening, prepare for change, and ensure that we survive as a species so we can contribute to—perhaps even guide—the next evolution of Gaia. The road will be rough, but if we are smart enough, life will continue on earth in some form far into the future.

## **Second Nature**

### **Economic Origins of Human Evolution** *Cambridge University Press*

This book explores how market forces and economics can help answer fundamental questions of human evolution.

## **Genome**

### **The Autobiography of a Species in 23 Chapters** *Harper Collins*

The genome's been mapped. But what does it mean? Arguably the most significant scientific discovery of the new century, the mapping of the twenty-three pairs of chromosomes that make up the human genome raises almost as many questions as it answers. Questions that will profoundly impact the way we think about disease, about longevity, and about free will. Questions that will affect the rest of your life. *Genome* offers extraordinary insight into the ramifications of this incredible breakthrough. By picking one newly

discovered gene from each pair of chromosomes and telling its story, Matt Ridley recounts the history of our species and its ancestors from the dawn of life to the brink of future medicine. From Huntington's disease to cancer, from the applications of gene therapy to the horrors of eugenics, Matt Ridley probes the scientific, philosophical, and moral issues arising as a result of the mapping of the genome. It will help you understand what this scientific milestone means for you, for your children, and for humankind.

### **Nature Via Nurture**

**Genes, Experience, and What Makes Us Human** *Harper Collins*

Documents the 2001 discovery that there are fewer genes in a human genome than previously thought and considers the argument that nurture elements are also largely responsible for human behavior.

### **The Book of Life**

#### **Daily Meditations with Krishnamurti**

*Penguin Books India*

Inspired By Krishnamurti S Belief That Truth Is Found Through Living, The Book Of Life Presents 365 Timeless Daily Meditations, Developed Thematically Over Seven Days, Illuminating The Concepts Of Freedom, Personal Transformation, Living Fully Awake And Much More. For Everyone Who Has Come To

Cherish The Wisdom Of  
This Extraordinary  
Spiritual Sage As Well  
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Life Is A Profound  
Collection Of Insights  
To Treasure Everyday.  
The Story Of Mankind  
Is In You, The Vast  
Experience, The Deep-  
Rooted Fears,  
Anxieties, Sorrow,  
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Pretty Sure We Are  
Way Above Average**

*Crown*

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passwords. We pay too  
much to go to the gym.  
We think we'd be  
happier if we lived in  
California (we  
wouldn't), and we think  
we should stick with  
our first answer on  
tests (we shouldn't).  
Why do we make  
mistakes? And could  
we do a little better?  
We human beings have  
design flaws. Our eyes  
play tricks on us, our  
stories change in the  
retelling, and most of  
us are fairly sure we're  
way above average. In  
*Why We Make  
Mistakes*, journalist  
Joseph T. Hallinan sets  
out to explore the  
captivating science of  
human error—how we  
think, see, remember,  
and forget, and how  
this sets us up for  
wholly irresistible  
mistakes. In his quest  
to understand our  
imperfections, Hallinan

delves into psychology, neuroscience, and economics, with forays into aviation, consumer behavior, geography, football, stock picking, and more. He discovers that some of the same qualities that make us efficient also make us error prone. We learn to move rapidly through the world, quickly recognizing patterns—but overlooking details. Which is why thirteen-year-old boys discover errors that NASA scientists miss—and why you can't find the beer in your refrigerator. Why We Make Mistakes is enlivened by real-life stories—of weathermen whose predictions are uncannily accurate and a witness who sent an innocent man to jail—and offers

valuable advice, such as how to remember where you've hidden something important. You'll learn why multitasking is a bad idea, why men make errors women don't, and why most people think San Diego is west of Reno (it's not). Why We Make Mistakes will open your eyes to the reasons behind your mistakes—and have you vowing to do better the next time.

### **Why Nations Fail**

#### **The Origins of Power, Prosperity, and Poverty** *Currency*

An award-winning professor of economics at MIT and a Harvard University political scientist and economist evaluate the reasons that some nations are poor while others succeed, outlining

provocative perspectives that support theories about the importance of institutions.

## Pinch

### **How the Baby Boomers Took Their Children's Future - and Why They Should Give it Back**

*Atlantic Books*

The baby boom of 1945-65 produced the biggest, richest generation that Britain has ever known. Today, at the peak of their power and wealth, baby boomers now run the country; by virtue of their sheer demographic power, they have fashioned the world around them in a way that meets all of their housing, healthcare, and financial needs. In this original and

provocative book, David Willetts shows how the baby boomer generation has attained this position at the expense of their children. Social, cultural, and economic provision has been made for the reigning section of society, whilst the needs of the next generation have taken a back seat. Willetts argues that if our political, economic, and cultural leaders do not begin to discharge their obligations to the future, the young people of today will be taxed more, work longer hours for less money, have lower social mobility, and live in a degraded environment in order to pay for their parents' quality of life. Baby boomers, worried about the kind of world they are passing on to

their children, are beginning to take note. However, whilst the imbalance in the quality of life between the generations is becoming more obvious, what is less certain is whether the older generation will be willing to make the sacrifices necessary for a more equal distribution. The Pinch is a landmark account of intergenerational relations in Britain. It is essential reading for parents and policymakers alike.

### **The Red Queen**

#### **Sex and the Evolution of Human Nature** *Penguin UK*

Sex is as fascinating to scientists as it is to the rest of us. A vast pool of knowledge, therefore, has been gleaned from research

into the nature of sex, from the contentious problem of why the wasteful reproductive process exists at all, to how individuals choose their mates and what traits they find attractive. This fascinating book explores those findings, and their implications for the sexual behaviour of our own species. It uses the Red Queen from 'Alice in Wonderland' – who has to run at full speed to stay where she is – as a metaphor for a whole range of sexual behaviours. The book was shortlisted for the 1994 Rhone-Poulenc Prize for Science Books. 'Animals and plants evolved sex to fend off parasitic infection. Now look where it has got us. Men want BMWs, power and money in

order to pair-bond with women who are blonde, youthful and narrow-waisted ... a brilliant examination of the scientific debates on the hows and whys of sex and evolution' Independent.

### **Progress**

#### **Ten Reasons to Look Forward to the Future** *Simon and Schuster*

A Book of the Year for The Economist and the Observer Our world seems to be collapsing. The daily news cycle reports the deterioration: divisive politics across the Western world, racism, poverty, war, inequality, hunger. While politicians, journalists and activists from all sides talk about the damage done, Johan Norberg

offers an illuminating and heartening analysis of just how far we have come in tackling the greatest problems facing humanity. In the face of fear-mongering, darkness and division, the facts are unequivocal: the golden age is now.

#### **Francis Crick**

#### **Discoverer of the Genetic Code** *Harper Collins*

Francis Crick—the quiet genius who led a revolution in biology by discovering, quite literally, the secret of life—will be bracketed with Galileo, Darwin, and Einstein as one of the greatest scientists of all time. In his fascinating biography of the scientific pioneer who uncovered the genetic code—the

digital cipher at the heart of heredity that distinguishes living from non-living things—acclaimed bestselling science writer Matt Ridley traces Crick's life from middle-class mediocrity in the English Midlands through a lackluster education and six years designing magnetic mines for the Royal Navy to his leap into biology at the age of thirty-one and its astonishing consequences. In the process, Ridley sheds a brilliant light on the man who forever changed our world and how we understand it.

### **Vantage Points on Learning and Life**

*Dog Ear Publishing*

Each day brings us the chance to laugh, love and learn. this book

will inspire you to do all three! "Kevin Eikenberry's essays reveal him as a keen observer and an intense participant in life. He communicates his ideas passionately and vividly." -Martin C. Jischke, President, Purdue University "Lifelong learning is for everyone. Kevin's lessons have two purposes. One-for you to learn from his journey. Two-to inspire you to reflect on, and learn from, your own. Read this book for yourself, and create your own success." -Jeffrey Gitomer, author *The Little Red Book of Selling* and *The Sales Bible ..*".Kevin has shared a collection of stories that are profound in what they can individually mean to each reader. Start reading as soon as you

can, and learn about the person you are meant to be... for you will never look at the everyday bliss of life in the same way again." - Rosa Say, author of *Managing with Aloha* "Wow - reading this is like 'sitting at the foot of a master' and learning about the meaning of life. Thank you, Kevin, for an absolutely terrific book." -Bob Burg, author *Endless Referrals: Network Your Everyday Contacts into Sales* Kevin has been a serious student of the learning process for the past 15 years. He has applied what he has learned by helping organizations of all kinds including small companies, governmental agencies, universities and Fortune 500

companies. His writing has been read by people in over 30 countries from all walks of life.

## **Grand Pursuit**

### **The Story of Economic Genius**

*Simon and Schuster*

Traces how the works of Charles Dickens and Henry Mayhew reflected the poor majority in mid-nineteenth-century London, citing the achievements of such influential figures as John Maynard Keynes, Paul Samuelson, and Amartya Sen.

## **The Futures**

### **The Rise of the Speculator and the Origins of the World's Biggest Markets**

*Basic Books*

In *The Futures*, Emily

Lambert, senior writer at Forbes magazine, tells us the rich and dramatic history of the Chicago Mercantile Exchange and Chicago Board of Trade, which together comprised the original, most bustling futures market in the world. She details the emergence of the futures business as a kind of meeting place for gamblers and farmers and its subsequent transformation into a sophisticated electronic market where contracts are traded at lightning-fast speeds. Lambert also details the disastrous effects of Wall Street's adoption of the futures contract without the rules and close-knit social bonds that had made trading it in Chicago work so well. Ultimately Lambert

argues that the futures markets are the real "free" markets and that speculators, far from being mere parasites, can serve a vital economic and social function given the right architecture. The traditional futures market, she explains, because of its written and cultural limits, can serve as a useful example for how markets ought to work and become a tonic for our current financial ills.

## **Econoclasts**

### **The Rebels Who Sparked the Supply-Side Movement and Restored American Prosperity** *Open Road Media*

The history we can't afford to forget At last, the definitive history of supply-side

economics—an incredibly timely work that reveals the foundations of America's prosperity when those very foundations are under attack. In the riveting, groundbreaking book *Econoclasts*, historian Brian Domitrovic tells the remarkable story of the economists, journalists, Washington staffers, and (ultimately) politicians who showed America how to get out of the 1970s stagflation and ushered in an unprecedented quarter-century run of growth and opportunity. Based on the author's years of archival research, *Econoclasts* is a masterful narrative history in the tradition of Amity Shlaes's *The Forgotten Man* and John Steele Gordon's

*An Empire of Wealth.*

**How God Taught Me  
about Prosperity**  
*Faith Library  
Publications*

Your faith can grow. Start exercising it on the things you need, but don't start out claiming something ridiculous. And remember, it is not God who is withholding your needs and wants.

**The Best American  
Science and Nature  
Writing 2013**  
*Houghton Mifflin  
Harcourt*

Twenty-seven of America's best science and nature essays of 2013, selected by the author of *The Emperor of All Maladies* and the #1 New York Times bestseller, *The Gene*. Pulitzer Prize-winning author Siddhartha Mukherjee, a leading

cancer physician and researcher, selects the year's top science and nature writing from journalists who dive into their fields with curiosity and passion, delivering must-read articles from a wide array of fields. The Best American Science & Nature Writing 2013 includes: "The T-Cell Army" by Jerome Groopman "The Artificial Leaf" by David Owen "The Life of Pi, and Other Infinities" by Natalie Angier "Altered States" by Oliver Sacks "Recall of the Wild" by Elizabeth Kolbert "Super Humanity" by Robert M. Sapolsky "Can a Jellyfish Unlock the Secret of Immortality?" by Nathaniel Rich Contributors also include: J. B. Mackinnon · Benjamin Hale · Tim

Zimmermann · David Deutsch and Artur Ekert · Michael Moyer · Sylvia A. Earle · John Pavlus · Michelle Nijhuis · Rick Bass · Michael Specter · Alan Lightman · David Quammen · Keith Gessen · Steven Weinberg · Gareth Cook · Katherine Harmon · Stephen Marche · Mark Bowden · Kevin Dutton

## **My Inventions**

### **And Other Writings**

*Courier Dover Publications*

One of science's great unsung heroes, Nikola Tesla (1856-1943) was a prophet of the electronic age. His research laid much of the groundwork for modern electrical and communication systems, and his impressive

accomplishments include development of the alternating-current electrical system, radio, the Tesla coil transformer, wireless transmission, and fluorescent lighting. Yet his name and work are only dimly recognized today: Tesla's research was so groundbreaking that many of his contemporaries failed to understand it, and other scientists are unjustly credited for his innovations. The visionary scientist speaks for himself in this volume, originally published in 1919 as a six-part series in *Electrical Experimenter* magazine. Tesla recounts his boyhood in Croatia, his schooling and work in Europe, his collaboration with Thomas Edison, and his

subsequent research. This edition includes the essay "The Problem of Increasing Human Energy: With Special Reference to the Harnessing of the Sun's Energy," which anticipates latter-day advances in environmental technology. Written with wit and lan, this memoir offers fascinating insights into one of the great minds of modern science.

### **Humanomics**

**Moral Sentiments and the Wealth of Nations for the Twenty-First Century** *Cambridge University Press*

While neo-classical analysis works well for studying impersonal exchange in markets, it fails to explain why

people conduct themselves the way they do in their personal relationships with family, neighbors, and friends. In Humanomics, Nobel Prize-winning economist Vernon L. Smith and his long-time co-author Bart J. Wilson bring their study of economics full circle by returning to the founder of modern economics, Adam Smith. Sometime in the last 250 years, economists lost sight of the full range of human feeling, thinking, and knowing in everyday life. Smith and Wilson show how Adam Smith's model of sociality can re-humanize twenty-first century economics by undergirding it with sentiments, fellow feeling, and a sense of propriety - the stuff of

which human relationships are built. Integrating insights from *The Theory of Moral Sentiments* and *The Wealth of Nations* into contemporary empirical analysis, this book shapes economic betterment as a science of human beings.

### **The Case for Rational Optimism**

*Routledge*

The Case for Rational Optimism tackles a host of challenging subjects in an engaging, accessible, down-to-earth style. It is intellectually serious, ceaselessly intriguing, and devoid of banalities. While other books in this genre tend to be oriented toward self-help, this volume brings evolutionary biology, neuroscience,

psychology, sociology, economics, and a keen sense of history to the topic. Robinson begins with three goals: making the case for feeling good about oneself, about humanity in general, and about the global situation. He addresses such seemingly disparate subjects as selfishness versus altruism, mind and free will, human nature, and issues relating to economics, technology, the environment, and more. Unifying these ideas into a coherent philosophical whole are central concepts: evolution has endowed our species with more good qualities than bad, and why; those qualities, and our use of reason, are the foundations of civilization, and how; and, consistent with

our nature, we make a better world by valuing human life therefore enabling others to flourish in ways they freely choose. The Case for Rational Optimism argues that the highly challenging conditions confronting early man created a Darwinian selective pressure for cooperation, even altruism, among members of a tribe. The author finds evidence for this in the way our brains work, and in observable human behavior. He argues against existential despair over the human condition. Even though there probably is no grand celestial design investing life with meaning, he considers this liberating, giving every person the freedom to craft their

own meaning. To Robinson, whether sentient beings experience suffering or joy is the only thing that matters; without emotive highs and lows, the Universe would hardly matter.

**The Origins of Virtue**  
*Penguin UK*

Why are people nice to each other? What are the reasons for altruism? Matt Ridley explains how the human mind has evolved a special instinct for social exchange, offering a lucid and persuasive argument about the paradox of human benevolence.

**The Business Romantic**

**Give Everything,  
Quantify Nothing,  
and Create**

**Something Greater  
Than Yourself** *Harper  
Collins*

In this smart, playful, and provocative book, one of today's most original business thinkers argues that we underestimate the importance of romance in our lives and that we can find it in and through business—by designing products, services, and experiences that connect us with something greater than ourselves. Against the backdrop of eroding trust in capitalism, pervasive technology, big data, and the desire to quantify all of our behaviors, *The Business Romantic* makes a compelling case that we must meld the pursuit of success and achievement with

romance if we want to create an economy that serves our entire selves. A rising star in data analytics who is in love with the intrinsic beauty of spreadsheets; the mastermind behind a brand built on absence; an Argentinian couple who revolutionize shoelaces; the founder of a foodie-oriented start-up that creates intimate conversation spaces; a performance artist who offers fake corporate seminars for real professionals—these are some of the innovators readers will meet in this witty, deeply personal, and rousing ramble through the world of Business Romanticism. The Business Romantic not only provides surprising insights into the emotional and

social aspects of business but also presents “Rules of Enchantment” that will help both individuals and organizations construct more meaningful experiences for themselves and others. The Business Romantic offers a radically different view of the good life and outlines how to better meet one’s own desires as well as those of customers, employees, and society. It encourages readers to expect more from companies, to give more of themselves, and to fall back in love with their work and their lives.

**The Best American Science and Nature Writing 2004** *Mariner Books*

Collects nature- and

science-based essays by such authors as Anne Fadiman, Brian Hayes, Cullen Murphy, and Gary Taubes.

## **The Forgotten Depression**

### **1921: The Crash That Cured Itself**

*Simon and Schuster*

"By the publisher of the prestigious Grant's Interest Rate Observer, an account of the deep economic slump of 1920-21 that proposes, with respect to federal intervention, "less is more." This is a free-market rejoinder to the Keynesian stimulus applied by Bush and Obama to the 2007-09 recession, in whose aftereffects, Grant asserts, the nation still toils. James Grant tells the story of America's last governmentally-untreated depression;

relatively brief and self-correcting, it gave way to the Roaring Twenties. His book appears in the fifth year of a lackluster recovery from the overmedicated downturn of 2007-2009. In 1920-21, Woodrow Wilson and Warren G. Harding met a deep economic slump by seeming to ignore it, implementing policies that most twenty-first century economists would call backward. Confronted with plunging prices, wages, and employment, the government balanced the budget and, through the Federal Reserve, raised interest rates. No "stimulus" was administered, and a powerful, job-filled recovery was under way by late in 1921. In

1929, the economy once again slumped--and kept right on slumping as the Hoover administration adopted the very policies that Wilson and Harding had declined to put in place. Grant argues that well-intended federal intervention, notably the White House-led campaign to prop up industrial wages, helped to turn a bad recession into America's worst depression. He offers the experience of the earlier depression for lessons for today and the future. This is a powerful response to the prevailing notion of how to fight recession. The enterprise system is more resilient than even its friends give it credit for being, Grant demonstrates"--

## **Ponzi's Scheme**

### **The True Story of a Financial Legend**

*Random House*

You've heard of the scheme. Now comes the man behind it. In Mitchell Zuckoff's exhilarating book, the first nonfiction account of Charles Ponzi, we meet the charismatic rogue who launched the most famous and extraordinary scam in the annals of American finance. It was a time when anything seemed possible--instant wealth, glittering fame, fabulous luxury--and for a run of magical weeks in the spring and summer of 1920, Charles Ponzi made it all come true. Promising to double investors' money in three months, the dapper, charming Ponzi raised the "rob Peter to

pay Paul” scam to an art form and raked in millions at his office in downtown Boston. Ponzi’s Scheme is the amazing true story of the irresistible scoundrel who launched the most successful scheme of financial alchemy in modern history-and uttered the first roar of the Roaring Twenties. Ponzi may have been a charlatan, but he was also a wonderfully likable man. His intentions were noble, his manners impeccable, his sales pitch enchanting. Born to a genteel Italian family, he immigrated to the United States with big dreams but no money. Only after he became hopelessly enamored of a stenographer named Rose Gnecco and persuaded her to

marry him did Ponzi light on the means to make his dreams come true. His true motive was not greed but love. With rich narrative skill, Mitchell Zuckoff conjures up the feverish atmosphere of Boston during the weeks when Ponzi’s bubble grew bigger and bigger. At the peak of his success, Ponzi was taking in more than \$2 million a week. And then his house of cards came crashing down-thanks in large part to the relentless investigative reporting of Richard Grozier’s Boston Post. In Zuckoff’s hands, Ponzi is no mere swindler; instead he is appealing and magnetic, a colorful and poignant figure, someone who struggled his whole life to attain great wealth and who sincerely

believed-to the very end-that he could have made good on his investment promises if only he'd had enough time. Ponzi is a classic American tale of immigrant life and the dream of success, and the unexpectedly moving story of a man who-for a fleeting, illusory moment-attained it all.

### **Tomorrow's Professor**

#### **Preparing for Academic Careers in Science and Engineering** *John Wiley & Sons*

Tomorrow's Professor is designed to help you prepare for, find, and succeed at academic careers in science and engineering. It looks at the full range of North American four-year academic institutions

while featuring 30 vignettes and more than 50 individual stories that bring to life the principles and strategies outlined in the book. Tailored for today's graduate students, postdocs, and beginning professors, Tomorrow's Professor: Presents a no-holds-barred look at the academic enterprise Describes a powerful preparation strategy to make you competitive for academic positions while maintaining your options for worthwhile careers in government and industry Explains how to get the offer you want and start-up package you need to help ensure success in your first critical years on the job Provides essential insights from experienced faculty on how to develop a

rewarding academic career and a quality of life that is both balanced and fulfilling. Bonus material is available for free download at <http://booksupport.wiley.com>. At a time when anxiety about academic career opportunities for Ph.D.s in these field is at an all-time high, *Tomorrow's Professor* provides a much-needed practical approach to career development.

### **The Clockwork Universe**

**Isaac Newton, Royal Society, and the Birth of the Modern World** *Harper Collins*

New York Times bestselling author Edward Dolnick brings to light the true story of one of the most

pivotal moments in modern intellectual history—when a group of strange, tormented geniuses invented science as we know it, and remade our understanding of the world. Dolnick's earth-changing story of Isaac Newton, the Royal Society, and the birth of modern science is at once an entertaining romp through the annals of academic history, in the vein of Bill Bryson's *A Short History of Nearly Everything*, and a captivating exploration of a defining time for scientific progress, in the tradition of Richard Holmes' *The Age of Wonder*.

### **The Redistribution Recession**

**How Labor Market Distortions**

**Contracted the  
Economy** *Oxford  
University Press*

"Major subsidies and regulations intended to help the poor and unemployed were changed in more than a dozen ways after 2007. Economist Casey B. Mulligan argues that many of these changes were reasonable reactions to economic events, with the intention of helping people endure the recession, but they also reduced incentives for people to work and businesses to hire. He measures the startling changes in implicit tax rates that resulted from a labyrinth of new and expanded 'social safety net' programs, and quantifies the effects of these changes on the labor market and the economy. He also

reveals how borrowers can expect their earnings to affect the amount that lenders will forgive in debt renegotiation, and how this has acted as a massive implicit tax on earning. He explains how redistribution in the forms of subsidies, taxes and minimum-wage laws profoundly altered the path of the economy and made the recent recession one of the deepest and longest in decades. The Redistribution Recession is a controversial, clear-cut, and thoroughly researched analysis of the effects of various government policies on the labor market. It offers ground-breaking interpretations and precise explanations of the interplay between unemployment and financial markets."--

Jacket.

## **False Alarm**

### **How Climate Change Panic Costs Us Trillions, Hurts the Poor, and Fails to Fix the Planet**

The New York Times-bestselling "skeptical environmentalist" argues that panic over climate change is causing more harm than good. Hurricanes batter our coasts. Wildfires rage across the American West. Glaciers collapse in the Arctic. Politicians, activists, and the media espouse a common message: climate change is destroying the planet, and we must take drastic action immediately to stop it. Children panic about their future, and adults wonder if it is even

ethical to bring new life into the world. Enough, argues bestselling author Bjorn Lomborg. Climate change is real, but it's not the apocalyptic threat that we've been told it is. Projections of Earth's imminent demise are based on bad science and even worse economics. In panic, world leaders have committed to wildly expensive but largely ineffective policies that hamper growth and crowd out more pressing investments in human capital, from immunization to education. False Alarm will convince you that everything you think about climate change is wrong -- and points the way toward making the world a vastly better, if slightly warmer, place for us all.

**The Most Intimate  
Revelations about  
the Rational  
Optimist**

**How Prosperity  
Evolves** *Lennox*

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "The Rational Optimist: How Prosperity Evolves." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next

five minutes. 3. You've heard it all.

**The Free Market  
Existentialist**

**Capitalism Without  
Consumerism** *John  
Wiley & Sons*

Incisive and engaging, The Free Market Existentialist proposes a new philosophy that is a synthesis of existentialism, amoralism, and libertarianism. Argues that Sartre's existentialism fits better with capitalism than with Marxism Serves as a rallying cry for a new alternative, a minimal state funded by an equal tax Confronts the "final delusion" of metaphysical morality, and proposes that we have nothing to fear from an amoral world Begins an essential

conversation for the 21st century for students, scholars, and armchair philosophers alike with clear, accessible discussions of a range of topics across philosophy including atheism, evolutionary theory, and ethics