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Can Never

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*machines have
Braille dots?
Why are round-
trip fares from
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higher than
those from
Kansas City to
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decades, Robert
Frank has been
asking his*

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questions like
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these as a way
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of learning how
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economic
principles
operate in the
real world-
which they do
everywhere, all
the time. Once

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think like an
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economist, all
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kinds of
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puzzling
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observations
Don't Use A Car
start to make
sense. Drive-up
ATM keypads
have Braille
dots because
it's cheaper to
make the same

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*machine for
both drive-up
and walk-up
locations.
Travelers from
Kansas City to
Orlando pay
less because
they are
usually price-
sensitive
tourists with
many choices of*

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whereas
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originating
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from Orlando
How to Buy A
typically
Don't Use a Car
choose Kansas
City for
City for
specific family
or business
reasons. The
Economic
Naturalist

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*employs basic
economic
principles to
answer scores
of intriguing
questions from
everyday life,
and, along the
way, introduces
key ideas such
as the cost-
benefit
principle, the*

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*"no cash on the
table"*

*Exposing Why
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Never Be Both*

*and painless a
way to learn
fundamental
economics as
there is.*

*A sociologist
and former*

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*fashion model
takes readers
inside the
elite global
party circuit
of "models and
bottles" to
reveal how
beautiful young
women are used
to boost the
status of men*
Million-dollar

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In today's New Gilded Age, the world's moneyed classes have taken *conspicuous*

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*consumption to
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People,

sociologist,

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model Ashley

Mears takes

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Hamptons to*

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*reveal the
intricate*

*economy of
beauty, status,
and money that*

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*lies behind
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spectacular
displays of
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leisure. Mears
spent eighteen
months in this
world of
"models and
bottles" to
write this
captivating,*

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sometimes

funny,

sometimes

heartbreaking

narrative. She

describes how

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promoters to

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beautiful young

women to their

venues in order

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to attract men
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spend huge sums
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in the ritual
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of bottle
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"girls" enhance
Don't Use Our
the status of
the men and
enrich club
owners,
exchanging
their bodily

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*capital for as
little as free
drinks and a
chance to party
with men who
are rich or
aspire to be.
Though they are
priceless
assets in the
party circuit,
these women are
regarded as*

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prospects, and
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she had given
away to
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through an
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that permeates
our universe—el
ectricity—and
introduces us
to the virtuoso
scientists who
plumbed its*

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*secrets. For
centuries,
electricity was
seen as little
more than a
curious
property of
certain*

*substances that
sparked when
rubbed. Then,
in the 1790s,
Alessandro*

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*Volta began the
scientific*

investigation

that ignited an

explosion of

knowledge and

invention. The

force that once

seemed

inconsequential

was revealed to

be responsible

for everything

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*from the
structure of
the atom to the
functioning of
our brains. In
harnessing its
power, we have
created a world
of wonders—comp
lete with
roller coasters
and radar,
computer*

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*networks and ps
ychopharmaceuti
cals. In
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great Buy A
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come to life in
all their
brilliance and
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Faraday, who
struggled
against the
prejudices of
the British
class system,
and Samuel
Morse, a
painter who,
before
inventing the
telegraph, ran*

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Catholics. Here
too is Alan
Turing, whose
dream of a
marvelous
thinking
machine—what we
know as the
computer—was

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*met with
indifference,
and who ended
his life in
despair after
British
authorities
forced him to
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treatments to
"cure" his
homosexuality.*

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giants that
made it
possible* A
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facts and
truth, under
constant
surveillance,
surrounded by a
hostile alien

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Xinjiang's
Uyghur
population has
become cursed,
oppressed,
outcast. Most
citizens cannot
discern between
enemy and
friend. Social
trust has been
destroyed*

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systematically.
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Real Estate
*Friends betray
each other,
bosses snitch
on employees,
teachers expose
their students,
and children
turn on their
parents.*

*Everyone is
dependent on a
government that*

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*nonetheless
treats them
with suspicion
and contempt.*
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young woman's
attempt to
escape the
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a new and inspiring
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complex situations,
we have all become
accustomed to
looking to our leaders
to set out a plan of
action and blaze a

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path to success.

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today's challenges

simply cannot be

tackled with ready-

made solutions and

expert opinion; the

world has become far

too unpredictable and

profoundly complex.

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adapt. Deftly weaving

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evolutionary biology,

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passionate case for
the importance of
adaptive trial and
error in tackling
issues such as climate
change, poverty, and
financial crises—as

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camera, a bluff and a
little bit of luck,
award-winning

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journalist Rich Hardy
finds imaginative
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people and industries
responsible for the

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lives and deaths of
the billions of animals
used to feed, clothe
and entertain us.

What he discovers
will shock, but it may
just inspire you to re-
evaluate your

relationship with all
animals and what role
you let them play in
your life. Sometimes
dangerous, often
emotional and

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occasionally surreal,
this one-of-a-kind
perspective examines
what it 's like to live
and work amongst
your adversaries and
what you can achieve
if you feel strongly
enough about
something. ' Cruelty
to animals goes on
daily behind the
closed doors of
factory farms or deep

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in the forests where
wild animals are
trapped for their fur.

Rich 's book exposes
us to the raw truth
behind these animal
trades. Whilst it 's a
deeply personal story,
it has the potential to
change, not just your
own life, but the lives
of millions of animals.

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it! ' Joanna Lumley,

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and moving exposé of
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the horror that
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animals go through to
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create a product that
Decent Used Car
destroys the
environment & keeps
people sick and
miserable. ' Moby,
Musician and activist
' It is beautifully and
lucidly written...it
avoids gratuitous

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evidence we need to
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the horrors endured
by animals around
the world - and into
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to help them. ' Maria
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thinking and the
unexpected
conclusions it

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unconventional
economics primer, he
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brings together over
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one hundred puzzles
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and brain teasers that
illustrate the
subject ' s key
concepts and pitfalls.
From warm-up
exercises to get your
brain working, to

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supermarkets,
airlines, health care
providers, and coffee
chains--to name just a
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money from our
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who "pulls the curtain
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back on ... [an] element
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of Japanese society that
few Westerners ever
see" (San Francisco
Examiner). Now a Max
Original Series on HBO
Max Jake Adelstein is
the only American
journalist ever to have

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been admitted to the
insular Tokyo

Metropolitan Police

Press Club, where for

twelve years he covered
the dark side of Japan:

extortion, murder,

human trafficking, fiscal

corruption, and of

course, the yakuza. But

when his final scoop

exposed a scandal that

reverberated all the way

from the neon soaked

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streets of Tokyo to the polished Halls of the FBI and resulted in a death threat for him and his family, Adelstein decided to step down. Then, he fought back. In Tokyo Vice he delivers an unprecedented look at Japanese culture and searing memoir about his rise from cub reporter to seasoned journalist with a price

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on his head.

Air bags cause
accidents, because well-
protected drivers take
more risks. This well-
documented truth comes
as a surprise to most
people, but not to
economists, who have
learned to take seriously
the proposition that
people respond to
incentives. In *The
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there would also be a monopoly price to use the toilet. When a sudden frost destroys much of the Florida orange crop and prices skyrocket, journalists point to the 'obvious' exercise of monopoly power. Economists see just the opposite: If growers had monopoly power, they'd have raised prices before the

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decidedly unfamiliar
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Cassidy shows that the
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with individuals, but
with an idea - the idea
that markets are
inherently rational. He

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constructed, thoughtful
and cogent account of
how capitalism evolved
to its current form

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John Cassidy ...

describe[s] that mix of
insight and madness that

brought the world's
system to its knees FT,

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embark on this tour with
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. Like his colleague
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Editor at Portfolio
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monthly Economics
column. Two of his
articles have been
nominated for National
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October, 1997, and an
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December, 2003. He has previously written for Sunday Times in as well as the New York Post, where he edited the Business section and then served as the deputy editor. In 2002, Cassidy published his first book, Dot.Con. He lives in New York.

In The Logic of Life, bestselling author Tim Harford quite simply

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makes sense of this world. Life often seems to defy logic. The receptionist is clearly smarter than the boss who earns fifty times her salary. Arbitrary lines starkly divide the desirable districts of the city from the dangerous ones. Voters flock to the polling booths to elect candidates who will rip them off to favour

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special interests. None of it makes logical sense — or does it? Economist and acclaimed author Tim Harford thinks it does. By weaving stories from locations as diverse as a Vegas casino to a barroom speed date, Harford aims to persuade you that people are, in fact, surprisingly logical.

When a street prostitute

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agrees to unprotected sex, or a teenage criminal embarks on a burglary – perhaps especially when a racist employer disregards a black job applicant – we would seem to be a million miles from rational behaviour.

Harford shows that, discomfitingly, we are not. It turns out that the unlikeliest of people are

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complying with the logic of economics and responding to future costs and benefits, often without realizing it; and socially tragic outcomes can have their roots in individually rational decisions. Brilliantly reasoned, always entertaining and often provocative, *The Logic of Life* is a book to help you understand yourself

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years later, his
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spirit is tortured
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by the caricatures
we remember in
his name. In
Saving Adam
Smith, he is
tortured enough

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to return to Earth
... and so begins a
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discovery that
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centuries, as
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doctoral student
Richard Burns
puts his life on the
line to rediscover
Smith's most
profound insight:

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Selfishness is not
enough.

The urge to
tidiness seems to
be rooted deep in
the human

psyche. Many of
us feel threatened
by anything that
is vague,
unplanned,
scattered around

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or hard to
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describe. We find
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comfort in having
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a script to rely on,
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able to categorise
and file away. We
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needs

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units. But the
forces of tidiness
have marched too

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and government
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long tended to
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insist that
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everything must
have a label, a
number and a
logical place in a
logical system.

Now that they are

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armed with
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mindedness in
check. It's even
spilling into our
personal lives, as
we corral our
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areas or entrust
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when chaos would
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becomes rigid,
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fragile and sterile.
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Harford reveals
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disentangled from
the messy soil
that produces
them. This, then,
is a book about
the benefits of
being messy:
messy in our
private lives;
messy in the
office, with piles

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an important
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messy in our
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Sam lives and
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capitalism. He
thinks that most
government
regulation is
unnecessary or
even harmful. He
believes that
success in
business is a
virtue. He
believes that our
humanity

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flourishes under
economic

freedom. Laura

prefers

Wordsworth to

the Wall Street

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Sam sees victors,

she sees victims.

She wants the

government to

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consumers and
workers from the
excesses of Sam's
beloved
marketplace.

While Sam and
Laura argue about
how to make the
world a better
place, a parallel
story unfolds
across town. Erica

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crusading head of
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watchdog agency,
tries to bring
Charles Krauss, a
ruthless CEO, to
justice. How are
these two dramas
connected? Why
is Sam under
threat of

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the evidence she
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needs? Can Laura
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"Why do we think
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is real. He is our
best guide to our
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problem." --Peter
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next big boom."

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freedom, you
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should read this
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book." --Senator
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president of The
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Foundation As
famed economist
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author George
Gilder points out,
“despite multi-
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life.” -Steven D.

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terrible," but
"sweatshops are
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performance.
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causes—and limits—of women's rise and the consequences of their difficult choices. The gender gap is closing. Today, for the first time in history, tens of millions of women are spending more time at the

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boardroom table
than the kitchen
table. These
professional
women are highly
ambitious and
highly educated,
enjoying the same
lifestyle
prerogatives as
their male
counterparts. They
are working longer

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and marrying
later—if they marry
at all. They are
heading Fortune
500 companies
and appearing on
the covers of
Forbes and
Businessweek.

They represent a
special type of
working
woman—the kind

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who doesn't just punch a clock for a paycheck, but derives self-worth and pleasure from wielding professional power. At the same time that the gender gap is narrowing, the gulf is widening among women

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themselves. While blockbuster books such as *Lean In* focus only on women in high pressure jobs, in reality there are four women in traditionally female roles for every Sheryl Sandberg. In this revealing and deeply

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longer hours, why
Invest in a Car
having children
early is a good
idea, and how
feminism created a
less equal world.
Her ideas are sure
to provoke and

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surprise, as she challenges much of what the liberal and conservative media consider to be women's best interests.

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market economies
and the social,
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cultural factors
that transform
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entities but also
limit their power.
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following the
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was far ahead of

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this book Jared
Rubin examines
the role that Islam
played in this
reversal of
fortunes. It argues
that the religion

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itself is not to blame; the importance of religious legitimacy in Middle Eastern politics was the primary culprit. Muslim religious authorities were given an important seat at the political bargaining table,

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which they used to block important advancements such as the printing press and lending at interest.

In Europe, however, the Church played a weaker role in legitimizing rule, especially where Protestantism

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spread (indeed, the Reformation was successful due to the spread of printing, which was blocked in the Middle East). It was precisely in those Protestant nations, especially England and the Dutch Republic, where the modern

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**Record unemployment
and rampant corporate**

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