

The Why Axis Hidden Motives And The Undiscovered Economics Of Everyday Life

The unifying theme of this book is the interplay among noncommutative geometry, physics, and number theory. The two main objects of investigation are spaces where both the noncommutative motivic aspects come to play a role: space-time, where the guiding principle is the problem of developing a quantum theory of gravity, and the space of primes, where one can regard the Riemann hypothesis as a long-standing problem motivating the development of new geometric tools. The book stresses the relevance of noncommutative geometry in dealing with these two spaces. The first part of the book deals with quantum field theory and the geometric structure of renormalization as a Riemann-Hilbert correspondence. It also presents a model of elementary particle physics based on noncommutative geometry. The main result is a complete derivation of the full Standard Model Lagrangian from a very simple mathematical input. Other topics covered in the first part of the book are a noncommutative geometry model of dimensional regularization and its role in anomaly computations, and a brief introduction to motives and their conjectural relation to quantum field theory. The second part of the book gives an interpretation of the Weil explicit formula as a trace formula and a spectral realization of the zeros of the Riemann zeta function. This is based on the noncommutative geometry of the adèle class group, which is also described as the space of commensurability classes of \mathbb{Q} -lattices, and is dual to a noncommutative motive (endomotive) whose cyclic homology provides a general setting for spectral realizations of zeros of L-functions. The quantum statistical mechanics of the space of \mathbb{Q} -lattices, in one and two dimensions, exhibits spontaneous symmetry breaking. In the low-temperature regime, equilibrium states of the corresponding systems are related to points of classical moduli spaces and the symmetries to the class field theory of the field of rational numbers and of imaginary quadratic fields, as well as to the automorphisms of the field of modular functions. The book ends with a set of analogies between the noncommutative geometries underlying the mathematical formulation of the Standard Model, minimally coupled to gravity and the moduli spaces of \mathbb{Q} -lattices used in the study of the zeta function.

This textbook looks at decisions – how we make them, and what makes them good or bad. In this bestselling introduction, Erik Angner clearly lays out the theory of behavioral economics and explains the intuitions behind it. The book offers a rich tapestry of examples, exercises, and problems drawn from fields such as economics, management, marketing, political science, and public policy. It shows how to apply the principles of behavioral economics to improve your life and work – and to make the world a better place to boot. No advanced mathematics is required. This is an ideal textbook for students and teachers alike, from behavioral economics from various fields. It can be used on its own in introductory courses, or in combination with other texts at advanced undergraduate and postgraduate levels. It is equally suitable for general readers who have been captivated by popular-science books on behavioral economics and want to know more about this intriguing subject. New to this Edition: - An updated chapter on behavioral economics policy and the nudge agenda. - Several new sections, for example on the economics of happiness. - Updated examples and exercises, with an expanded answer key - Refreshed ancillary resources to provide a plug and play experience for instructors teaching behavioral economics for the first time.

John Dewey's Democracy and Education addresses the challenge of providing quality public education in a democratic society. In this classic work Dewey calls for the complete renewal of public education, arguing for the fusion of vocational and contemplative studies in education and for the necessity of universal education for the advancement of self and society. First published in 1916, Democracy and Education is regarded as the seminal work on public education by one of the most important scholars of the century.

Too many new products fail. New products which are hard to differentiate from existing products won't capture the customer's imagination. The failure is due to a poor understanding of customer needs. Companies need to take a radical approach to identifying customers' real needs, and this book demonstrates innovative ways to achieve this.

The New Tycoons

Rewriting the Rules of the American Economy: An Agenda for Growth and Shared Prosperity

Axis

The Elephant in the Brain

Four Lost Cities: A Secret History of the Urban Age

Project Hail Mary

The Supreme Commander

Wildly praised by readers and critics alike, Robert Charles Wilson's Spin won science fiction's highest honor, the Hugo Award for Best Novel. Now, in Axis, Spin's direct sequel, Wilson takes us to the "world next door"—the planet engineered by the mysterious Hypotheticals to support human life, and connected to Earth by way of the Arch that towers hundreds of miles over the Indian Ocean. Humans are colonizing this new world—and, predictably, fiercely exploiting its resources, chiefly large deposits of oil in the western deserts of the continent of Equatoria. Lise Adams is a young woman attempting to uncover the mystery of her father's disappearance ten years earlier. Turk Findley is an ex-sailor and sometimes-drifter. They come together when an infall of cometary dust seeds the planet with tiny remnant Hypothetical machines. Soon, this seemingly hospitable world will become very alien indeed—as the nature of time is once again twisted, by entities unknown. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Based on cutting-edge research from behavioral science and economics, this eye-opening examination of how scarcity affects our daily lives reveals how individuals and organizations can better manage scarcity for greater satisfaction and success.

Withdrawing from a family party to the solitude of her tree house, 16-year-old Laurel Nicolson witnesses a shocking murder that throughout a subsequent half century shapes her beliefs, her acting career and the lives of three strangers from vastly different cultures. By the best-selling author of The Distant Hours. Reprint. 200,000 first printing.

Two of Forbes magazine's "world's most powerful economists" provide the breakthrough ideas to challenge the assumptions of human decision-making. Can economics be passionate? Can it centre on people and what really matters to them? And can it help us understand why they do what they do in everyday life? Two revolutionary economists believe it can. In The Why Axis, Uri Gneezy and John List lead us on a journey to discover the economics underlying human motivation and how to structure the incentives that can get people to move mountains. Finding the right incentive can be like looking for a needle in a haystack, but Gneezy and List have pioneered an innovative approach to zeroing in on those needles. Like other economists, they gather data and build models, but then they go much, much further, embedding themselves in our messy world—the factories, schools, communities and offices where people live, work and play. Their goal: to discover solutions to the big, difficult problems, such as the gap between rich and poor, the violence plaguing inner city schools, why people really discriminate, and whether women are really less competitive than men. Their revelatory and startling discoveries

about how incentives really work are both groundbreaking and immensely practical. This research will change the way we both think about and take action on big and little problems. Anyone working in business, politics, education or philanthropy can use the approach Gneezy and List describe in The Why Axis to reach a deeper, more nuanced understanding of human behaviour and a better grasp of what motivates people and why.

Inside the Trillion Dollar Private Equity Industry That Owns Everything

A Novel

The Why Axis

Scarcity

An Introduction to the Philosophy of Education,

The War Years of General Dwight D. Eisenhower

Who We Listen To, Who We Don't, and Why

Named a Best Book of the Year by NPR and Science Friday A quest to explore some of the most spectacular ancient cities in human history—and figure out why people abandoned them. In *Four Lost Cities*, acclaimed science journalist Annalee Newitz takes readers on an entertaining and mind-bending adventure into the deep history of urban life. Investigating across the centuries and around the world, Newitz explores the rise and fall of four ancient cities, each the center of a sophisticated civilization: the Neolithic site of Çatalhöyük in Central Turkey, the Roman vacation town of Pompeii on Italy's southern coast, the medieval megacity of Angkor in Cambodia, and the indigenous metropolis Cahokia, which stood beside the Mississippi River where East St. Louis is today. Newitz travels to all four sites and investigates the cutting-edge research in archaeology, revealing the mix of environmental changes and political turmoil that doomed these ancient settlements. Tracing the early development of urban planning, Newitz also introduces us to the often anonymous workers—slaves, women, immigrants, and manual laborers—who built these cities and created monuments that lasted millennia. *Four Lost Cities* is a journey into the forgotten past, but, foreseeing a future in which the majority of people on Earth will be living in cities, it may also reveal something of our own fate.

An urgent, transformative guide to dealing with disasters from one of today's foremost thinkers in crisis management. The future may still be unpredictable, but nowadays, disasters are not. We live in a time of constant, consistent catastrophe, where things more often go wrong than they go right. So why do we still fumble when disaster hits? Why are we always one step behind? In *The Devil Never Sleeps*, Juliette Kayyem lays the groundwork for a new approach to dealing with disasters. Presenting the basic themes of crisis management, Kayyem amends the principles we rely on far too easily. Instead, she offers us a new framework to anticipate the "devil's" inevitable return, highlighting the leadership deficiencies we need to overcome and the forward thinking we need to harness. It's no longer about preventing a disaster from occurring, but learning how to use the tools at our disposal to minimize the consequences when it does. Filled with personal anecdotes and real-life examples from natural disasters like the California wildfires to man-made ones like the Boeing 737 MAX crisis, *The Devil Never Sleeps* is a guide for governments, businesses, and individuals alike on how to alter our thinking so that we can develop effective strategies in the face of perpetual catastrophe.

"In the age of fake news, understanding who we trust and why is essential in explaining everything from leadership to power to our daily relationships." -Sinan Aral We live in a world where proven facts and verifiable data are freely and widely available. Why, then, are self-confident ignoramus so often believed over thoughtful experts? And why do seemingly irrelevant details such as a person's appearance or financial status influence whether or not we trust what they are saying, regardless of their wisdom or foolishness? Stephen Martin and Joseph Marks compellingly explain how in our uncertain and ambiguous world, the messenger is increasingly the message. We frequently fail, they argue, to separate the idea being communicated from the person conveying it, explaining why the status or connectedness of the messenger has become more important than the message itself. Messengers influence business, politics, local communities, and our broader society. And Martin and Marks reveal the forces behind the most infuriating phenomena of our modern era, such as belief in fake news and how presidents can hawk misinformation and flagrant lies yet remain.

The clock is relentlessly ticking! Our world teeters on a knife-edge between a peaceful and prosperous future for all, and a dark winter of death and destruction that threatens to smother the light of civilization. Within 30 years, in the 2030 decade, six

powerful 'drivers' will converge with unprecedented force in a statistical spike that could tear humanity apart and plunge the world into a new Dark Age. Depleted fuel supplies, massive population growth, poverty, global climate change, famine, growing water shortages and international lawlessness are on a crash course with potentially catastrophic consequences. In the face of both doomsaying and denial over the state of our world, Colin Mason cuts through the rhetoric and reams of conflicting data to muster the evidence to illustrate a broad picture of the world as it is, and our possible futures. Ultimately his message is clear; we must act decisively, collectively and immediately to alter the trajectory of humanity away from catastrophe. Offering over 100 priorities for immediate action, The 2030 Spike serves as a guidebook for humanity through the treacherous minefields and wastelands ahead to a bright, peaceful and prosperous future in which all humans have the opportunity to thrive and build a better civilization. This book is powerful and essential reading for all people concerned with the future of humanity and planet earth.

Messengers

The why Axis

Democracy and Education

How to Make Good Ideas Great and Great Ideas Scale

Alphabet Of Thorn

The Go and Stop Signals

A Course in Behavioral Economics

Her story begins on a train. The year is 1956, and the Axis powers of the Third Reich and Imperial Japan rule. To commemorate their Great Victory, they host the Axis Tour: an annual motorcycle race across their conjoined continents. The prize? An audience with the highly reclusive Adolf Hitler at the Victor's ball in Tokyo. Yael, a former death camp prisoner, has witnessed too much suffering, and the five wolves tattooed on her arm are a constant reminder of the loved ones she lost. The resistance has given Yael one goal: Win the race and kill Hitler. A survivor of painful human experimentation, Yael has the power to skinshift and must complete her mission by impersonating last year's only female racer, Adele Wolfe. This deception becomes more difficult when Felix, Adele's twin brother, and Luka, her former love interest, enter the race and watch Yael's every move. But as Yael grows closer to the other competitors, can she be as ruthless as she needs to be to avoid discovery and stay true to her mission? From the author of The Walled City comes a fast-paced and innovative novel that will leave you breathless.

Based on groundbreaking original research, The Why Axis is a colourful examination of why people do what they do - and how effective incentives can spur people to change their behaviour and achieve more. Uri Gneezy and John List are a little like the anthropologists who spend months in the field studying people in their native environments. But rather than acting as impartial observers, these two intrepid economists have set out to study the ways people act in order to try to solve major problems in society, such as the gap between rich and poor students and the violence plaguing inner city schools; the real reasons people discriminate; and the continuing pay disparity between men and women. Their field experiments in the factories, communities, and shops where real people live, work, and play show how incentives can change outcomes. Their results will change the way you think about and take action on both small and large problems, and force us as a society to stop making assumptions and to rely instead upon the evidence of what really works.

If you want to outsmart a crook, learn his tricks—Darrell Huff explains exactly how in the classic How to Lie with Statistics. From distorted graphs and biased samples to misleading averages, there are countless statistical dodges that lend cover to anyone with an ax to grind or a product to sell. With abundant examples and illustrations, Darrell Huff's lively and engaging primer clarifies the basic principles of statistics and explains how they're used to present information in honest and not-so-honest ways. Now even more indispensable in our data-driven world than it was when first published, How to Lie with Statistics is the book that generations of readers have relied on to keep from being fooled.

Presents a groundbreaking investigation into the origins of morality at the core of religion and politics, offering scholarly insight into the motivations behind cultural clashes that are polarizing America.

Behind the Invasion of Iraq

The Devil Never Sleeps

Why We Underestimate Risk in the Face of Uncertainty

The Righteous Mind

Japanese Germ Warfare and American Obstruction of Justice at the Tokyo Trial

How to Lie with Statistics

Why Having Too Little Means So Much

Reveals how and why personal finance and business plans based on mathematical assumptions are often wrong and how probability management can help remedy problems with communicating uncertainty and risk.

Inside the Trillion Dollar Industry That Owns Everything What do Dunkin' Donuts, J. Crew, Toys "R" Us, and Burger King have in common? They

are all currently or just recently were owned, operated, and controlled by private equity firms. *The New Tycoons: Inside the Trillion Dollar Private Equity Industry That Owns Everything* takes the reader behind the scenes of these firms: their famous billionaire founders, the overlapping stories of their creation and evolution, and the outsized ambitions that led a group of clever bankers from small shops operating in a corner of Wall Street into powerhouse titans of capital. This is the story of the money and the men who handle it. Go inside the private worlds of founders Henry Kravis, Steve Schwarzman, David Bonderman, and more in *The New Tycoons*, and discover how these men have transformed the industry and built the some of the most powerful and most secretive houses of money in the world. With numerous private equity firms going public for the first time, learn how these firms operate, where their money comes from and where it goes, and how every day millions of customers, employees, and retirees play a role in that complex tangle of money Author Jason Kelly tells the story of how thirty some years ago a group of colleagues with \$120,000 of their own savings founded what would become one of the largest private equity shops in the world, completing the biggest buyout the world has ever seen, and making them all billionaires in the process Presents a never-before-seen look inside a secretive and powerful world on the verge of complete transformation as the industry and its leaders gain public profiles, scrutiny, and political positions Analyzing the founders and the firms at a crucial moment, when they've elevated themselves beyond their already lofty ambitions into the world of public opinion and valuation, *New Tycoons* looks at one of the most important, yet least examined, trillion-dollar corners of the global economy and what it portends for these new tycoons.

Presenting an original global theory of culture, Girard explores the social function of violence and the mechanism of the social scapegoat. His vision is a challenge to conventional views of literature, anthropology, religion and psychoanalysis. Rene Gerard is the Andrew B. Hammond Professor Emeritus of French Language, Literature and Civilization at Stanford University, USA.

The sole survivor on a desperate, last-chance mission to save both humanity and the earth, Ryland Grace is hurtled into the depths of space when he must conquer an extinction-level threat to our species.

The Pope and Mussolini

When to Rob a Bank

Economics

Diskussionsämnen främställda från svensk sida vid det andra Norrdiska Juristmötet, Juli 1875

Hidden Motives in Everyday Life

The Secret History of Pius XI and the Rise of Fascism in Europe

Hidden Atrocities

Crafting successful marketing strategies requires two skills: the ability to diagnose why consumers are not buying, and the ability to predict how marketing actions will change consumer behavior. Drawing from a rich repertoire of consumer behavior theories which are only found in scientific journals, the authors offer a unique and extensively-tested 'GO-STOP Signal Framework', which allows managers to understand why consumers are not buying their product and helps them to predict how to change consumer behavior. This highly readable book is full of practical diagrams and maps, as well as international case studies to exemplify the framework's value, to show that it is useful in explaining paradoxical consumer behavior, why smart managers make strategic mistakes, and how to avoid such mistakes.

For courses in Principles of Economics. An evidence-based approach to economics Throughout Economics, 2nd Edition, authors Daron Acemoglu, David Laibson, and John List use real economic questions and data to help readers learn about the world around them. Taking a fresh approach, they use the themes of optimization, equilibrium, and empiricism to not only illustrate the power of simple economic ideas, but also to explain and predict what's happening in today's society. Each chapter begins with an empirical question that is relevant to the life of a reader, and is later answered using data in the Evidence-Based Economics feature. As a result of the text's practical emphasis, readers learn to apply economic principles to guide the decisions they make in their own lives. Also available with MyLab Economics MyLab(tm) Economics is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Learn more. Note: You are purchasing a standalone product; MyLab Economics does not come packaged with this content. Students, if interested in purchasing this title with MyLab Economics, ask your instructor to confirm the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyLab Economics, search for: 0134667824 / 9780134667829 Economics Plus MyLab Economics with Pearson eText -- Access Card Package, 2/e Package consists of: 0134492064 / 9780134492063 Economics 0134519442 / 9780134519449 MyLab Economics with Pearson eText -- Access Card -- for Economics

Original publication and copyright date: 1970.

Human beings are primates, and primates are political animals. Our brains, therefore, are designed not just to hunt and gather, but also to help us get ahead socially, often via deception and self-deception. But while we may be self-interested schemers, we benefit by pretending otherwise. The less we know about our own ugly motives, the better - and thus we don't like to talk or even think about the extent of our selfishness. This is "the elephant in the brain." Such an introspective taboo makes it hard for us to think clearly about our nature and the explanations for our behavior. The

aim of this book, then, is to confront our hidden motives directly - to track down the darker, unexamined corners of our psyches and blast them with floodlights. Then, once everything is clearly visible, we can work to better understand ourselves: Why do we laugh? Why are artists sexy? Why do we brag about travel? Why do we prefer to speak rather than listen? Our unconscious motives drive more than just our private behavior; they also infect our venerated social institutions such as Art, School, Charity, Medicine, Politics, and Religion. In fact, these institutions are in many ways designed to accommodate our hidden motives, to serve covert agendas alongside their "official" ones. The existence of big hidden motives can upend the usual political debates, leading one to question the legitimacy of these social institutions, and of standard policies designed to favor or discourage them. You won't see yourself - or the world - the same after confronting the elephant in the brain.

One girl's mission to win a race and kill Hitler

The Flaw of Averages

Countdown to Global Catastrophe

Things Hidden Since the Foundation of the World

Wolf by Wolf

Hidden Motives and The Undiscovered Economics of Everyday Life

How Peer Pressure Can Transform the World

In celebration of the 10th anniversary of the landmark book Freakonomics comes this curated collection from the most readable economics blog in the universe. It ' s the perfect solution for the millions of readers who love all things Freakonomics. Surprising and erudite, eloquent and witty, When to Rob a Bank demonstrates the brilliance that has made the Freakonomics guys an international sensation, with more than 7 million books sold in 40 languages, and 150 million downloads of their Freakonomics Radio podcast. When Freakonomics was first published, the authors started a blog—and they ' ve kept it up. The writing is more casual, more personal, even more outlandish than in their books. In When to Rob a Bank, they ask a host of typically off-center questions: Why don ' t flight attendants get tipped? If you were a terrorist, how would you attack? And why does KFC always run out of fried chicken? Over the past decade, Steven D. Levitt and Stephen J. Dubner have published more than 8,000 blog posts on the Freakonomics website. Many of them, they freely admit, were rubbish. But now they ' ve gone through and picked the best of the best. You ' ll discover what people lie about, and why; the best way to cut gun deaths; why it might be time for a sex tax; and, yes, when to rob a bank. (Short answer: never; the ROI is terrible.) You ' ll also learn a great deal about Levitt and Dubner ' s own quirks and passions, from gambling and golf to backgammon and the abolition of the penny.

The New York Times bestselling author of Predictably Irrational and The Upside of Irrationality returns with thought-provoking work to challenge our preconceptions about dishonesty and urge us to take an honest look at ourselves. Does the chance of getting caught affect how likely we are to cheat? How do companies pave the way for dishonesty? Does collaboration make us more honest or less so? Does religion improve our honesty? Most of us think of ourselves as honest, but, in fact, we all cheat. From Washington to Wall Street, the classroom to the workplace, unethical behavior is everywhere. None of us is immune, whether it's the white lie to head off trouble or padding our expense reports. In The (Honest) Truth About Dishonesty, award-winning, bestselling author Dan Ariely turns his unique insight and innovative research to the question of dishonesty. Generally, we assume that cheating, like most other decisions, is based on a rational cost-benefit analysis. But Ariely argues, and then demonstrates, that it's actually the irrational forces that we don't take into account that often determine whether we behave ethically or not. For every Enron or political bribe, there are countless puffed résumés, hidden commissions, and knockoff purses. In The (Honest) Truth About Dishonesty, Ariely shows why some things are easier to lie about; how getting caught matters less than we think; and how business practices pave the way for unethical behavior, both intentionally and unintentionally. Ariely explores how unethical behavior works in the personal, professional, and political worlds, and how it affects all of us, even as we think of ourselves as having high moral standards. But all is not lost. Ariely also identifies what keeps us honest, pointing the way for achieving higher ethics in our everyday lives. With compelling personal and academic findings, The (Honest) Truth About Dishonesty will change the way we see ourselves, our actions, and others.

An economist and author of Price Theory explains how the fundamental principles of economics can be used to understand marriage, children, crime, war, and other important aspects of modern life. 20,000 first printing.

Fantasy author Patricia A. McKillip, the 21st century's response to Hans Christian Andersen, has mastered the art of writing fairy tales -- as evidenced by previous works like The Tower at Stony Wood, Ombria in Shadow, and In the Forests of Serre. Alphabet of Thorn is yet another timeless fable suitable for children and adults alike. In the kingdom of Raine, a vast realm at the edge of the world, an orphaned baby girl is found by a palace librarian and raised to become a translator. Years later, the girl -- named Nepenthe -- comes in contact with a mysterious book written in a language of thorns that no one, not even the wizards at Raine's famous Floating School for mages, can decipher. The book calls out to Nepenthe's very soul, and she is soon privately translating its contents. As she works tirelessly transcribing the book -- which turns out to be about the historical figures of Axis, the Emperor of Night, and Kane, his masked sorcerer -- the kingdom of Raine is teetering on the brink of chaos. The newly crowned queen, a mousy 14-year old girl named Tessera who wants nothing to do with matters of state, hides in the woods as regents plot revolution. The queen's destiny, however, is intertwined with Nepenthe's ability to unravel the mystery of the thorns.

The Honest Truth About Dishonesty

Atlas Shrugged

How We Lie to Everyone--Especially Ourselves

Why People (Don't) Buy

The Voltage Effect

...And 131 More Warped Suggestions and Well-Intended Rants

Creating Breakthrough Products

PULITZER PRIZE WINNER • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY SAN FRANCISCO CHRONICLE From National Book Award finalist David I. Kertzer

comes the gripping story of Pope Pius XI's secret relations with Italian dictator Benito Mussolini. This groundbreaking work, based on seven years of research in the Vatican and Fascist archives, including reports from Mussolini's spies inside the highest levels of the Church, will forever change our understanding of the Vatican's role in the rise of Fascism in Europe. The Pope and Mussolini tells the story of two men who came to power in 1922, and together changed the course of twentieth-century history. In most respects, they could not have been more different. One was scholarly and devout, the other thuggish and profane. Yet Pius XI and "Il Duce" had many things in common. They shared a distrust of democracy and a visceral hatred of Communism. Both were prone to sudden fits of temper and were fiercely protective of the prerogatives of their office. ("We have many interests to protect," the Pope declared, soon after Mussolini seized control of the government in 1922.) Each relied on the other to consolidate his power and achieve his political goals. In a challenge to the conventional history of this period, in which a heroic Church does battle with the Fascist regime, Kertzer shows how Pius XI played a crucial role in making Mussolini's dictatorship possible and keeping him in power. In exchange for Vatican support, Mussolini restored many of the privileges the Church had lost and gave in to the pope's demands that the police enforce Catholic morality. Yet in the last years of his life—as the Italian dictator grew ever closer to Hitler—the pontiff's faith in this treacherous bargain started to waver. With his health failing, he began to lash out at the Duce and threatened to denounce Mussolini's anti-Semitic racial laws before it was too late. Horrified by the threat to the Church-Fascist alliance, the Vatican's inner circle, including the future Pope Pius XII, struggled to restrain the headstrong pope from destroying a partnership that had served both the Church and the dictator for many years. The Pope and Mussolini brims with memorable portraits of the men who helped enable the reign of Fascism in Italy: Father Pietro Tacchi Venturi, Pius's personal emissary to the dictator, a wily anti-Semite known as Mussolini's Rasputin; Victor Emmanuel III, the king of Italy, an object of widespread derision who lacked the stature—literally and figuratively—to stand up to the domineering Duce; and Cardinal Secretary of State Eugenio Pacelli, whose political skills and ambition made him Mussolini's most powerful ally inside the Vatican, and positioned him to succeed the pontiff as the controversial Pius XII, whose actions during World War II would be subject for debate for decades to come. With the recent opening of the Vatican archives covering Pius XI's papacy, the full story of the Pope's complex relationship with his Fascist partner can finally be told. Vivid, dramatic, with surprises at every turn, *The Pope and Mussolini* is history writ large and with the lightning hand of truth. "This book contributes significantly to the conversation seeking to understand the international forces at play in the threatening war on Iraq." —Nelson Mandela "Behind the Invasion of Iraq . . . synthesizes the seemingly disparate threads of the U.S. war drive in a blistering indictment of American foreign policy . . . The effect is of puzzle pieces clicking into place." —Counterpunch Since September 11, 2001, there have been many accounts of the ways in which the alignment of global power is changing or will be changed by the U.S.'s "war on terrorism." Most of them take as their starting point the options facing the wealthy and powerful nations of the world seeking to control an ever larger share of the world's resources. *Behind the Invasion of Iraq* is written from a different perspective, and one that makes possible a far more comprehensive point of view. Its authors, Research Unit for Political Economy, are rooted in the politics of a Third World country—India—which has long been on the receiving end of imperialist power. As a consequence, they have a more sober view of the workings of global power. In clear and accessible prose, weighing the evidence carefully and tracing events to their root causes, they move beyond moral outrage to a clear view of the process being set in motion by the U.S.-led invasion of Iraq. They show that the invasion of Iraq is a desperate gamble by a section of the U.S. ruling elite to preserve their power, driven by the wish to stave off economic crisis through military means. Their efforts will not end with Iraq, but will require the recolonization of the middle East. *Behind the Invasion of Iraq* exposes the idea that war will bring democracy to the Middle East as so much propaganda. In a context where so many rulers are themselves clients of the United States, the war is aimed not at the rulers but at the masses of ordinary people whose hostility to imperialism has not been broken even by corrupt and autocratic rulers. This book describes the remaking of global power with a truly global awareness of what is at stake.

Can economics be passionate?... Can it center on people and what really matters to them day-in and day-out.... And help us understand their hidden motives for why they do what they do in everyday life? Uri Gneezy and John List are revolutionaries. Their ideas and methods for revealing what really works in addressing big social, business, and economic problems gives us new understanding of the motives underlying human behavior. We can then structure incentives that can get people to move mountains, change their behavior—or at least get a better deal. But finding the right incentive can be like looking for a needle in a haystack. Gneezy and List's pioneering approach is to embed themselves in the factories, schools, communities, and offices where people work, live, and play. Then, through large-scale field experiments conducted "in the wild," Gneezy and List observe people in their natural environments without them being aware that they are observed. Their randomized experiments have revealed ways to close the gap between rich and poor students; to stop the violence plaguing inner-city schools; to decipher whether women are really less competitive than men; to correctly price products and services; and to discover the real reasons why people discriminate. To get the answers, Gneezy and List boarded planes, helicopters, trains, and automobiles to embark on journeys from the foothills of Kilimanjaro to California wineries; from sultry northern India to the chilly streets of Chicago; from the playgrounds of schools in Israel to the boardrooms of some of the world's largest corporations. In *The Why Axis*, they take us along for the ride, and through engaging and colorful stories, present lessons with big payoffs. Their revelatory, startling, and urgent discoveries about how incentives really work are both revolutionary and immensely practical. This research will change both the way we think about and take action on big and little problems. Instead of relying on assumptions, we can find out,

through evidence, what really works. Anyone working in business, politics, education, or philanthropy can use the approach Gneezy and List describe in *The Why Axis* to reach a deeper, nuanced understanding of human behavior, and a better understanding of what motivates people and why.

"A leading economist answers one of today's trickiest questions: why do some great ideas make it big while others fail to take off? 'Scale' has become a favored buzzword in the startup world. But scale isn't just about accumulating more users or capturing more market share. It's about whether an idea that takes hold in a small group can do the same in a much larger one--whether you're growing a small business, rolling out a diversity and inclusion program, or delivering billions of doses of a vaccine.

Translating an idea into widespread impact, says University of Chicago economist John A. List, depends on one thing only: whether it can achieve 'high voltage': the ability to be replicated at scale"--

Hidden Order

Learning to Live in an Age of Disasters

Join the Club

The Economics of Everyday Life

Why Good People are Divided by Politics and Religion

Study Guide for Macroeconomics

In the style of Nudge or The Spirit Level - a groundbreaking book that will change the way you look at the world. Tina Rosenberg has spent her career tackling some of the world's hardest problems. The Haunted Land, her searing book on how Eastern Europe faced the crimes of Communism, was awarded both the National Book Award and the Pulitzer Prize in the US. In Join the Club, she identifies a brewing social revolution that is changing the way people live, based on harnessing the positive force of peer pressure. Her stories of peer power in action show how it has reduced teen smoking in the United States, made villages in India healthier and more prosperous, helped minority students get top grades in college calculus, and even led to the fall of Slobodan Milosevic. She tells how creative social entrepreneurs are starting to use peer pressure to accomplish goals as personal as losing weight and as global as fighting terrorism. Inspiring and engrossing, Join the Club explains how we can better our world through humanity's most powerful and abundant resource: our connections with one another.

*The Why Axis*Hidden Motives and the Undiscovered Economics of Everyday LifePublicAffairs

It's time to rewrite the rules—to curb the runaway flow of wealth to the top one percent, to restore security and opportunity for the middle class, and to foster stronger growth rooted in broadly shared prosperity.

Inequality is a choice. The United States bills itself as the land of opportunity, a place where anyone can achieve success and a better life through hard work and determination. But the facts tell a different story—the U.S. today lags behind most other developed nations in measures of inequality and economic mobility. For decades, wages have stagnated for the majority of workers while economic gains have disproportionately gone to the top one percent. Education, housing, and health care—essential ingredients for individual success—are growing ever more expensive. Deeply rooted structural discrimination continues to hold down women and people of color, and more than one-fifth of all American children now live in poverty. These trends are on track to become even worse in the future. Some economists claim that today's bleak conditions are inevitable consequences of market outcomes, globalization, and technological progress. If we want greater equality, they argue, we have to sacrifice growth. This is simply not true. American inequality is the result of misguided structural rules that actually constrict economic growth. We have stripped away worker protections and family support systems, created a tax system that rewards short-term gains over long-term investment, offered a de facto public safety net to too-big-to-fail financial institutions, and chosen monetary and fiscal policies that promote wealth over full employment.

Peopled by larger-than-life heroes and villains, charged with towering questions of good and evil, Atlas Shrugged is Ayn Rand's magnum opus: a philosophical revolution told in the form of an action thriller—nominated as one of America's best-loved novels by PBS's The Great American Read. Who is John Galt? When he says that he will stop the motor of the world, is he a destroyer or a liberator? Why does he have to fight his battles not against his enemies but against those who need him most? Why does he fight his hardest battle against the woman he loves? You will know the answer to these questions when you discover the reason behind the baffling events that play havoc with the lives of the amazing men and women in this book. You will discover why a productive genius becomes a worthless playboy...why a great steel industrialist is working for his own destruction...why a composer gives up his career on the night of his triumph...why a beautiful woman who runs a transcontinental railroad falls in love with the man she has sworn to kill. Atlas Shrugged, a modern classic and Rand's most extensive statement of Objectivism—her groundbreaking philosophy—offers the reader the spectacle of human greatness, depicted with all the poetry and power of one of the twentieth century's leading artists.

Hidden Motives and the Undiscovered Economics of Everyday Life

The Secret Keeper

Identifying Hidden Needs

Noncommutative Geometry, Quantum Fields and Motives

The 2030 Spike

In the aftermath of World War II, the Allied intent to bring Axis crimes to light led to both the Nuremberg trials and their counterpart in Tokyo, the International Military Tribunal of the Far East. Yet the Tokyo Trial failed to prosecute imperial Japanese leaders for the worst of war crimes: inhumane medical experimentation, including vivisection and open-air pathogen and chemical tests, which rivaled Nazi atrocities, as well as mass attacks using plague, anthrax, and cholera that killed thousands of Chinese civilians. In Hidden Atrocities, Jeanne Guillemin goes behind the scenes at the trial to reveal the American obstruction that denied justice to Japan's victims. Responsibility for Japan's secret germ-warfare program, organized as Unit 731 in Harbin, China, extended to top government leaders and many

respected scientists, all of whom escaped indictment. Instead, motivated by early Cold War tensions, U.S. military intelligence in Tokyo insinuated itself into the Tokyo Trial by blocking prosecution access to key witnesses and then classifying incriminating documents. Washington decision makers, supported by the American occupation leader, General Douglas MacArthur, sought to acquire Japan's biological-warfare expertise to gain an advantage over the Soviet Union, suspected of developing both biological and nuclear weapons. Ultimately, U.S. national-security goals left the victims of Unit 731 without vindication. Decades later, evidence of the Unit 731 atrocities still troubles relations between China and Japan. Guillemin's vivid account of the cover-up at the Tokyo Trial shows how without guarantees of transparency, power politics can jeopardize international justice, with persistent consequences.