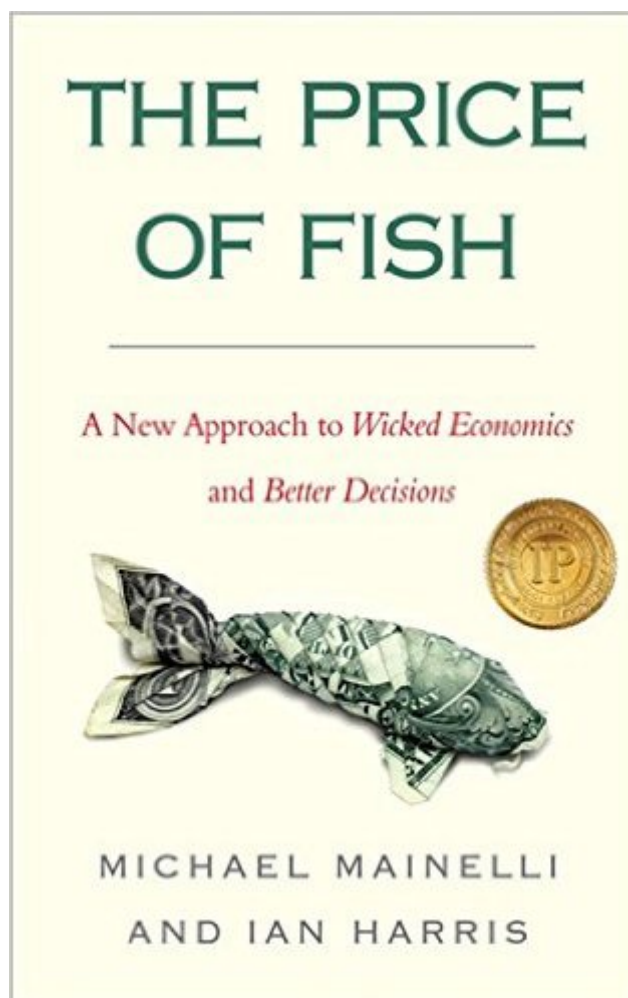


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# The Price Of Fish: A New Approach To Wicked Economics And Better Decisions



## Synopsis

Winner of the 2012 Gold Medal IPPY Award for Finance/Investment/Economics. "Mainelli and Harris offer an original and insightful look at the big and important long-term issues facing society today. . . . Policy makers need to read this book."&#151;Donald J. Smith, Boston University, author of BOND MATH: The Theory Behind the Formulas" In this thought-provoking and enlightening book, Mainelli and Harris highlight a point that economists too often forget: that economics is, at its heart, the study of human behavior, and that both commerce and its wicked sister, finance, mean nothing unless they are connected to people and society."&#151;Bill Emmott, former editor of the Economist

The price of fish cannot be right when we have over-fishing, hunger, and ruined seas. More than at any other time in our history, the world is faced with a series of vicious and apparently insurmountable difficulties, chief among them unstable financial markets, rapidly diminishing resources, and an ecosystem that is becoming dangerously volatile. In *The Price of Fish*, Michael Mainelli and Ian Harris examine in a unique way these intractable and wicked problems&#151;sustainability, global warming, over-fishing, overpopulation, the pensions crisis&#151;and suggest that it is not that these problems are too complex to solve, but that our way of reading them is too simple. Too simple and often wrong. Using models developed by quantum physicists, the authors show a way to making better decisions which in turn point to answers to our most pernicious problems. Michael Mainelli and Ian Harris are co-founders of Z/Yen, a commercial think-tank in London, England.

## Book Information

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## Customer Reviews

This book is very eclectic and broad in its themes. On the last page they write that "Academics have tended to emphasize specialism: knowing more and more about less and less." Well these guys between them could never be accused of having narrow specialised interests when it comes to economics and decision making. They are clued up on a wide range of big questions and highly versed in many arguments and the thinkers who have previously approached these issues. This book contrasts with most books which have a linear path where a single one dimensional theme or thesis is being developed. Not being used to such eclecticism can make this book disconcerting to read: as soon as you recognise the subject being discussed, the authors have already moved on to the next! But if you just sit back and enjoy the ride there is some tasty morsel on every other page. (My copy had many corners folded down by the end, just so I would not forget my favourite tit-bits). Two of my favourite sections were the ones on evolution and innovation, and the I-PAT (impact = population, affluence and technology) section. The regular returns to the subject of fish I found funny (the more laboured they were, the funnier they were !) Overall the themes of the book were very pertinent: like global warming, depletion of resources, and how the interaction between business and regulation effects these subjects. Much of the book is about mankind's relationship with the future and the tragedy of the commons type situations that arise.

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