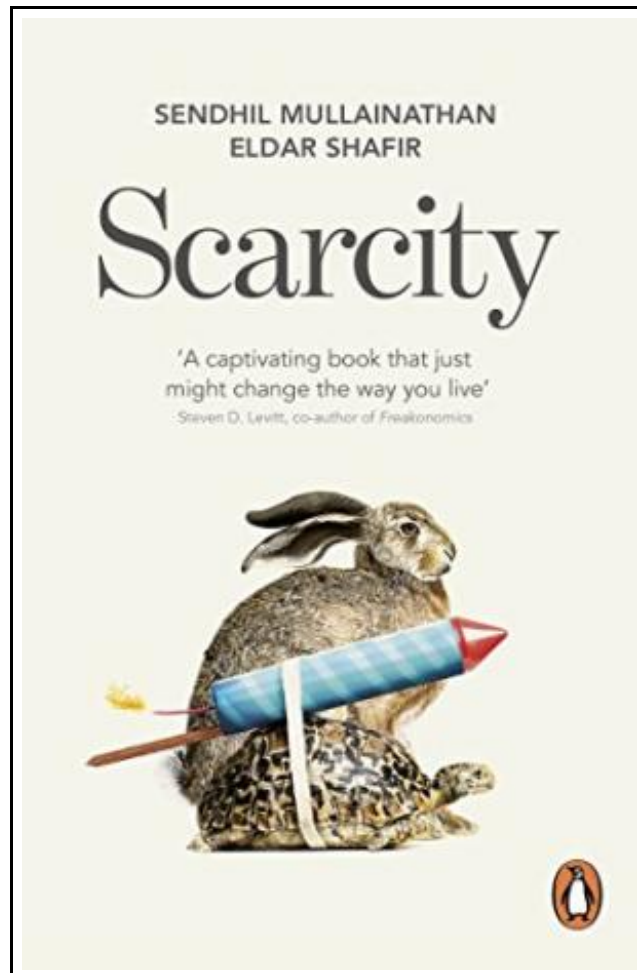


Scarcity: The True Cost of Not Having Enough



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SCARCITY: THE TRUE COST OF NOT HAVING ENOUGH



Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Scarcity: The True Cost of Not Having Enough, Sendhil Mullainathan, Eldar Shafir, Sendhil Mullainathan, the 'most interesting young economist in the world', and Eldar Shafir, the 'most brilliant psychologist' of his generation, explain the hidden problem behind everything with Scarcity. Why can we never seem to keep on top of our workload, social diary or chores? Why does poverty persist around the world? Why do successful people do things at the last minute in a sudden rush of energy? Here, economist Sendhil Mullainathan and psychologist Eldar Shafir reveal that the hidden side behind all these problems is that they're all about scarcity. Using the new science of scarcity, they explain why obesity is rampant; why people find it difficult to sleep when most sleep deprived; and why the lonely find it so hard to make friends. Scarcity will change the way you think about both the little everyday tasks and the big issues of global urgency. "Stars in their respective disciplines, and the combination is greater than the sum of its parts. Their project has a unique feel to it: it is the finest combination of heart and head that I have seen in our field". (Daniel Kahneman, author of Thinking, Fast and Slow). "Scarcity is a captivating book, overflowing with new ideas, fantastic stories, and simple suggestions that just might change the way you live". (Steven D. Levitt, coauthor of Freakonomics). "An ultimately humane and very welcome book". (Oliver Burkeman, Guardian). Sendhil Mullainathan is a Professor of Economics at Harvard, and a recipient of a MacArthur Foundation "genius grant". He conducts research on development economics, behavioural economics, and corporate finance. He is Executive Director of Ideas 42, Institute of Quantitative Social Science, Harvard University. Eldar Shafir is William Stewart Tod...



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