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~~TIM HARFORD — The Undercover Economist~~

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The Undercover Economist by Tim Harford - Goodreads

El Economista Camuflado. 25th January, 2007. The Spanish edition of "The Undercover Economist" is now out - one of 21 translations currently in progress. ...

El Economista Camuflado | Tim Harford

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Timothy Douglas Harford OBE (born 1973) is an English economist, broadcaster and journalist who lives in Oxford.. He is the author of four economics books and writes his long-running Financial Times column, "The Undercover Economist", syndicated in Slate magazine, which reveals the economic ideas behind everyday experiences.His column in the Financial Times, "Since You Asked", ran between 2011 ...

Tim Harford - Wikipedia

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El economista camuflado- Tim Harford

El Economista Camuflado te acompañará para que veas el mundo que te rodea tal y como lo haría un economista profesional. Todo lo que nos rodea tiene un valor...

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by wolfango | Jun 30, 2007 | Undercover Economist "Put your money where your mouth is." The old taunt reflects a deep economic principle: talk is cheap, but if someone is willing to risk money, it means they're serious. Put the principle into action and you realise that electoral forecasters should pay as much... El Economista Camuflado!

Archives | Tim Harford

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Undercover Economist | Financial Times

His column, "The Undercover Economist", which reveals the economic ideas behind everyday experiences, is published in the Financial Times and syndicated around the world. He is also the only economist in the world to run a problem page, "Dear Economist", in which FT readers' personal problems are answered tongue-in-cheek with the late Tim Harford is a member of the Financial Times ...

Puede que un economista no sea la primera persona en la que piensas cuando necesitas un consejo sobre la educación de tus hijos, las complejidades del protocolo o las oscuras artes de la seducción pero la antigua imagen de los economistas como seres inasequibles, antisociales e incapaces de identificarse con las preocupaciones del común de los mortales ha dejado paso a una nueva raza de economistas que son capaces de aunar la ciencia económica y las inquietudes más comunes de la sociedad. Durante los seis años que lleva publicándose la columna Dear Economist en el Financial Times, Tim Harford (o más bien su alter ego, el Economista Camuflado) ha contestado todo tipo de preguntas atendiendo a los lectores a través de las teorías de la «elección racional» capaces de explicar el comportamiento humano. En este libro, organizado en capítulos sobre diferentes temas como las relaciones amorosas, el ocio, el trabajo o la economía familiar, se recogen las mejores respuestas a cuestiones como si es correcto fingir un orgasmo, cómo se puede llegar a ser feliz, cuánto se debe pagar a una asistenta o cómo conseguir que un niño de 10 años deje de pegar a su hermano pequeño... Cuestiones del día a día resueltas por la economía de las pequeñas cosas.

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«Estar dispuesto a fracasar es el primer paso esencial para aplicar las ideas de este libro a la vida cotidiana.» En un mundo cada vez más complejo y cambiante, el economista Tim Harford nos descubre un camino revolucionario para resolver por nosotros mismos los grandes problemas que acechan al mundo de hoy: el método de ensayo-error, que implica que detrás de cada éxito siempre existe una serie de fracasos que lo han hecho posible. La experimentación, la búsqueda de nuevas ideas, la valentía de asumir el riesgo de equivocarnos y la habilidad de aprender de cada fracaso determinan nuestra capacidad de adaptación y posibilitan el hallazgo de soluciones a cada obstáculo que se interpone en el desarrollo de la sociedad o de nuestro día a día. Partiendo de este sencillo pero esencial e innovador método, Tim Harford analiza diversos temas de la actualidad, desde la crisis bancaria hasta el cambio climático, pasando por los conflictos armados o la lucha contra la pobreza, y nos ofrece las claves de cómo se afrontan estas dificultades, qué tienen en común y por qué cuando se resuelven nos parece que se ha producido una especie de milagro. Este libro trata sobre estos milagros y cómo conseguir que sucedan más a menudo.

¿Alguna vez te has preguntado por qué el café de Starbucks es el triple de caro que el de cualquier otra cafetería? Tim Harford responde en este libro a esta y otras cuestiones, y nos enseña a ver el mundo con la mirada de un economista. Este singular libro sobre el funcionamiento del mundo desde el punto de vista de un economista se ha convertido en un referente incuestionable. Nos cautiva con una sencilla pregunta: «¿Quién paga tu café?». Pronto nos damos cuenta de que no existen las preguntas sencillas, ya que un café encierra un complejo y gigantesco sistema económico. De esta forma tan casual, Harford nos invita a llevar a cabo una labor detectivesca para intentar resolver algunos de los rompecabezas de nuestra sociedad actual. Aprenderás a pensar más como un economista y menos como un consumidor inocente que se pregunta por qué no se puede comprar un coche de segunda mano decente o qué debería hacer para evitar gastar tanto dinero en un supermercado. Reseñas: «Un libro de lectura obligada.» Steven D. Levitt, autor de Freakonomics «Harford es inteligente, tan inteligente que da miedo. Puede arrojar luz sobre ideas y factores de gran complejidad.» The Sunday Tribune «La economía popular no es un oxímoron, y esta es la prueba.» Financial Times

A provocative and lively exploration of the increasingly important world of macroeconomics, by the author of the bestselling *The Undercover Economist*. Thanks to the worldwide financial upheaval, economics is no longer a topic we can ignore. From politicians to hedge fund managers to middle-class IRA holders, everyone must pay attention to how and why the global economy works the way it does. Enter Financial Times columnist and bestselling author Tim Harford. In this new book that demystifies macroeconomics, Harford strips away the spin, the hype, and the jargon to reveal the truth about how the

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world's economy actually works. With the wit of a raconteur and the clear grasp of an expert, Harford explains what's really happening beyond today's headlines, why all of us should care, and what we can do about it to understand it better.

In this groundbreaking book, Tim Harford, the Undercover Economist, shows us a new and inspiring approach to solving the most pressing problems in our lives. When faced with complex situations, we have all become accustomed to looking to our leaders to set out a plan of action and blaze a path to success. Harford argues that today's challenges simply cannot be tackled with ready-made solutions and expert opinion; the world has become far too unpredictable and profoundly complex. Instead, we must adapt. Deftly weaving together psychology, evolutionary biology, anthropology, physics, and economics, along with the compelling story of hard-won lessons learned in the field, Harford makes a passionate case for the importance of adaptive trial and error in tackling issues such as climate change, poverty, and financial crises—as well as in fostering innovation and creativity in our business and personal lives. Taking us from corporate boardrooms to the deserts of Iraq, Adapt clearly explains the necessary ingredients for turning failure into success. It is a breakthrough handbook for surviving—and prospering—in our complex and ever-shifting world.

El amor, las adicciones, el sueldo de tu jefe, los delitos, el sexo, la guerra o el juego... Aparentemente, el mundo que nos rodea, nuestros actos y nuestras decisiones carecen de sentido.

Cuando el precio de la Coca-Cola sube, la gente bebe más Pepsi. Es lógico. Y por el mismo motivo, cuando las leyes se endurecen y las penas son mayores, la delincuencia disminuye; tan lógico como que un trabajador con incentivos a cambio de resultados, se esforzará más. Estos cambios de comportamiento se pueden explicar a partir de teorías económicas, y no porque tengan que ver con el dinero sino porque la economía es el estudio del comportamiento racional y la gente racional responde a las compensaciones y a los estímulos. Cuando los costes o los beneficios de algo cambian, la gente modifica su comportamiento. Pero, ¿podría trasladarse esta simple teoría a todos los ámbitos de nuestras vidas? El sexo, la sociedad, la guerra, el amor, el racismo, las relaciones laborales, la política o el juego: todo con lo que convivimos diariamente tiene para Tim Harford una lógica basada en los principios económicos más elementales. Tras vender más de 600.000 ejemplares de su primer libro, El economista camuflado, Harford nos presenta la nueva economía del todo, que pretende arrojar luz sobre aquellas regiones oscuras del ser humano. Escuchemos lo que la economía tiene que decir de nuestras vidas.«Si no entendemos la racionalidad de las decisiones que inspiran nuestro comportamiento, no seremos capaces de entender el mundo en el cual vivimos.» Tim Harford

Look out for Tim's next book, The Data Detective. Throughout history,

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great philosophers have been answering profound questions about life. But do they know why your socks keep disappearing from the dryer, or how to choose the quickest line at the supermarket? Probably not, but Tim Harford does. . . . In *Dear Undercover Economist*, the first collection of his wildly popular *Financial Times* columns, Tim Harford offers witty, charming, and at times caustic answers to our most pressing concerns—all through the lens of economics. Does money buy happiness? Is “the one” really out there? Can cities be greener than farms? Can you really “dress for success”? When’s the best time to settle down? Harford provides brilliant, hilarious, unexpected, and wise answers to these and other questions. Arranged by topic, easy to read, and hard to put down, *Dear Undercover Economist* lends an outrageous, compassionate, and indispensable perspective on anything that may irk or ail you—a book well worth the investment.

In *The Logic of Life*, bestselling author Tim Harford quite simply 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’ll rip them off to favour 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 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 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 and the world around you.

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