Micromotives And Macrobehavior - Thomas C. Schelling

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Before Freakonomics and The Tipping Point there was this classic by the 2005 Nobel Laureate in Economics."Schelling here offers an early analysis of 'tipping' in social situations involving a large number of individuals."-official citation for the 2005 Nobel Prize Micromotives and Macrobehavior was originally published over twenty-five years ago, yet the stories it tells feel just as fresh today. And the subject of these stories-how small and seemingly meaningless decisions and actions by individuals often lead to significant unintended consequences for a large group-is more important than ever. In one famous example, Thomas C. Schelling shows that a slight-but-not-malicious preference to have neighbors of the same race eventually leads to completely segregated populations. The updated edition of this landmark book contains a new preface and the author's Nobel Prize acceptance speech.Author: Schelling, Thomas C. Publisher: W. W. Norton & Company Illustration: N Language: ENG Title: Micromotives and Macrobehavior Pages: 00272 (Encrypted EPUB) On Sale: 2006-10-17 SKU-13/ISBN: 9780393329469 Category: Business & Economics : Economic History

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