

1. Record Nr.	UNINA9910554279403321
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Titolo	Bettering humanomics : a new, and old, approach to economic science // Deirdre Nansen McCloskey
Pubbl/distr/stampa	Chicago, Illinois : , : University of Chicago Press, , [2021] ©2021
ISBN	0-226-82651-1 0-226-76608-X
Descrizione fisica	1 online resource (158 pages) : illustrations
Disciplina	330
Soggetti	Economics - Moral and ethical aspects Economics - Philosophy Economics - Sociological aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro -- Contents -- Preface -- Part I. The Proposal -- Chapter 1. Humanomics and Liberty Promise Better Economic Science -- Chapter 2. Adam Smith Practiced Humanomics, and So Should We -- Chapter 3. Economic History Illustrates the Problems with Nonhumanomics -- Chapter 4. An Economic Science Needs the Humanities -- Chapter 5. It's Merely a Matter of Common Sense and Intellectual Free Trade -- Chapter 6. After All, Sweet Talk Rules a Free Economy -- Chapter 7. Therefore We Should Walk on Both Feet, Like Ludwig Lachmann -- Chapter 8. That Is, Economics Needs Theories of Human Minds beyond Behaviorism -- Part II. The Killer App -- Chapter 9. The Killer App of Humanomics Is the Evidence That the Great Enrichment Came from Ethics and Rhetoric -- Chapter 10. The Dignity of Liberalism Did It -- Chapter 11. Ideas, Not Incentives, Underlie It -- Chapter 12. Even as to Time and Location -- Chapter 13. The Word's the Thing -- Part III. The Doubts -- Chapter 14. Doubts by Analytic Philosophers about the Killer App Are Not Persuasive -- Chapter 15. Nor by Sociologists or Political Philosophers -- Chapter 16. Nor Even by Economic Historians -- Notes -- Works Cited -- Index.
Sommario/riassunto	Economic historian Deirdre Nansen McCloskey has distinguished

herself through her writing on the Great Enrichment and the betterment of the poor—not just materially but spiritually. In *Bettering Humanomics* she continues her intellectually playful yet rigorous analysis with a focus on humans rather than the institutions. Going against the grain of contemporary neo-institutional and behavioral economics which privilege observation over understanding, she asserts her vision of “humanomics,” which draws on the work of Bart Wilson, Vernon Smith, and most prominently, Adam Smith. She argues for an economics that uses a comprehensive understanding of human action beyond behaviorism. McCloskey clearly articulates her points of contention with believers in “imperfections,” from Samuelson to Stiglitz, claiming that they have neglected scientific analysis in their haste to diagnose the ills of the system. In an engaging and erudite manner, she reaffirms the global successes of market-tested betterment and calls for empirical investigation that advances from material incentives to an awareness of the human within historical and ethical frameworks. *Bettering Humanomics* offers a critique of contemporary economics and a proposal for an economics as a better human science.

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