

1. Record Nr.	UNINA9910765618903321
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Titolo	Ethical codes and income distribution : a study of John Bates Clark and Thorstein Veblen // Guglielmo Forges Davanzati
Pubbl/distr/stampa	New York, NY, : Routledge, 2006
ISBN	1-134-21584-3 1-280-50614-8 9786610506149 0-203-01679-3
Descrizione fisica	1 online resource (161 p.)
Collana	Routledge Studies in the History of Economics
Disciplina	339.2/2 339.22
Soggetti	Income distribution - Moral and ethical aspects Economics - Moral and ethical aspects Institutional economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Book Cover; Half-Title; Series-Title; Title; Copyright; Dedication; Contents; Preface; Acknowledgements; Outline of the book; 1 The genesis and the spread of ethical codes: The inside-the market versus the outside-the-market approach; 2 John bates clark: Moral norms and the labour market in neoclassical economics; 3 Thorstein veblen: The institutionalist approach to income distribution and ethical codes; 4 Ethical codes and income distribution in the neoclassical and institutionalist theoretical frameworks; Conclusions; Notes; Bibliography; Index
Sommario/riassunto	In contemporary non-mainstream economic debate, it is widely thought that the functioning of a market economy needs a set of rules (i.e. institutions) which bind agents in their behaviour, allowing efficient outcomes. This idea is contrary to the General Equilibrium Model (GEM) where markets are pictured as working in an institutional vacuum and where social and historical variables play no role. However, in more recent times, a large group of economists have begun to insert social and moral variables into standard models based on the rational choice

paradigm, following the increasing inter
