

1. Record Nr.	UNINA9910800058803321
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Titolo	The theory of the individual in economics : identity and value / / John B. Davis
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2003
ISBN	1-134-63346-7 0-429-23231-4 0-585-46508-8 0-203-45768-4 1-280-05814-5 1-134-63347-5 9786610058143
Descrizione fisica	1 online resource (225 p.)
Collana	Advances in social economics
Disciplina	330/.01/9
Soggetti	Economics - Philosophy Individuality Identity (Psychology) - Economic aspects Value
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 (p. [199]-210) and index.
Nota di contenuto	pt. 1. Orthodox economics -- pt. 2. Heterodox economics.
Sommario/riassunto	The concept of the individual and his/her motivations is a bedrock of philosophy. Economics, though, is guilty of taking this hugely important concept without questioning how we theorise it. This superb book remedies this oversight.