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"Lab" Experiments in Business: Focus Groups Economic Experiments in the Field: Randomized Controlled Trials Business Experimentation in the Field Innovation and Entrepreneurship: Experimentation as the Foundation of Growth The Bottom Line Chapter 7 Matchmaker, Matchmaker A Gentle Introduction to Market Design and Matching Theory Matchmaking in the Labor Market Matchmaking and Online Dating The Bottom Line Chapter 8 Economists and Mostly Good Financial Engineering Not Putting Your Eggs in One Basket: The Rise of Index Investing Efficient Markets and Their Implications Behavioral Finance Valuing Options: Upsides and Downsides The Bottom Line Part II Economist-Inspired Policy Platforms for Private Business Chapter 9 Planes, Trains and... Trucks Origins of Transportation Regulation Airline Deregulation Trucking Deregulation Railroad Deregulation Deregulation's Impact: The Transportation Industry Deregulation as a Business Platform The Bottom Line Chapter 10 Economists and the Oil and Gas Revolution The Origins and Decline of Price Regulation of Fossil Fuels The Oil and Gas Supply Revolution The Energy Revolution as a Platform Technology The Bottom Line Chapter 11 Economists and the Telecommunications Revolution Economists in a Quick History of Communications When Natural Monopolies End: The Run-up to the AT&T Antitrust Case Competition in Telecommunications: The Benefits of AT&T's Breakup Economists and Price Cap Regulation Economists and Spectrum Allocation The Bottom Line Chapter 12 Economists, Financial Policy, and "Mostly Good" Finance Economists and Competition in Brokerage Commissions Economists as Detectives: Accelerating Automated Trading Economists and the Financial Crisis How Did The Crisis Happen? A Quick and Easy Guide Subprime Lending Excessive Leverage: An Introduction The Pre-Crisis Demise of PCA The Glass-Steagall Debate and the Financial Supermarket That Failed (So Far) The Bottom Line Part III Looking Ahead Chapter 13 Economic Ideas in Waiting: Business Applications Prediction Markets Potentially Good Financial Innovations Congestion Pricing The Bottom Line Chapter 14 Economic Ideas and Challenges on the Policy Shelf: Business Implications Federal Budget Deficits as Drivers of Policy Change Premium Support for Medicare/Medicaid Taxing Consumption Taxing Carbon The Bottom Line Chapter 15 The Future of Economics: What It Means for Business and Economists Themselves The Revolution in Economics How Economics Will Continue to Affect Business Implications for Economists Concluding Thoughts About the Author Index .

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#### Sommario/riassunto

A detailed look at how economists shaped the world, and how the legacy continues Trillion Dollar Economists explores the prize-winning ideas that have shaped business decisions, business models, and government policies, expanding the popular idea of the economist's role from one of forecaster to one of innovator. Written by the former Director of Economic Research at Bloomberg Government, the Kauffman Foundation and the Brookings Institution, this book describes the ways in which economists have helped shape the world - in some cases, dramatically enough to be recognized with a Nobel Prize or

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