



# The Undercover Economist Strikes Back: How to Run or Ruin an Economy

By Tim Harford

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**The Undercover Economist Strikes Back: How to Run or Ruin an Economy**  
By Tim Harford

**A provocative and lively exploration of the increasingly important world of macroeconomics, by the author of the bestselling *The Undercover Economist*.**

**Look out for Harford's forthcoming book, *Messy*, a big idea book about the genuine benefits of being messy: at home, at work, in the classroom, and beyond.**

Thanks to the worldwide financial upheaval, economics is no longer a topic we can ignore. From politicians to hedge-fund managers to middle-class IRA holders, everyone must pay attention to how and why the global economy works the way it does.

Enter *Financial Times* columnist and bestselling author Tim Harford. In this new book that demystifies macroeconomics, Harford strips away the spin, the hype, and the jargon to reveal the truth about how the world's economy actually works. With the wit of a raconteur and the clear grasp of an expert, Harford explains what's really happening beyond today's headlines, why all of us should care, and what we can do about it to understand it better.

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### Editorial Review

From Bookforum

Economist Tim Harford has made a career of demystifying many of the central assumptions of economic thinkers and policy makers—the sort of endeavor that's likely to get you barred from exclusive DC social gatherings if done right. [...] Harford's latest book, *The Undercover Economist Strikes Back*, expands the range of his analysis to take in the broader sweep of macroeconomic planning. [...] Harford's style is accessible, engaging, warm, witty, and fun, and he takes us on a romp through some of the denser thickets of macroeconomic thinking. [...] Along the way, Harford takes on more than a few quasi-sacred shibboleths in our current economic and political environment. —Helaine Olen

Review

"Every Tim Harford book is cause for celebration. He makes 'the dismal science' seem like an awful lot of fun."

—Malcolm Gladwell

"With fascinating examples and vivid explanations, Tim Harford succeeds in turning macroeconomics into a gripping read."

—Simon Singh, author of *Fermat's Last Theorem*

"Tim Harford is perhaps our very best popular economics writer, and with this book he turns his attention to inflation, unemployment, business cycles, and macroeconomics, with lucid clarity and compelling insight."

—Tyler Cowen, author of *Create Your Own Economy* and *The Great Stagnation*

"Tim Harford is a brave man to write a book about macroeconomics for the lay person; luckily, he is also a funny man...his perky style and chatty asides keep us grinning... [and he] has a knack for posing questions the average reader will have wondered about."

—*Wall Street Journal*

"Harford has a knack for writing about economic issues in a clear and gripping way."

—*Worth Magazine*

"Harford brings vigor and even humor to otherwise dry topics...[and] clarity to what has often been comprehensible to only a select few."

—*Publishers Weekly*

"Independent thinkers aspiring to a better understanding of the world economy and of possible fixes for the current downturn will delight in this crisp, readable, and knowledgeable explication and analysis of macroeconomic events and theoretical perspectives."

—*Library Journal*

"By the end of this book, you'll have learned so much that you'll be just as confused as the experts – and anything but bored."

—*The Christian Science Monitor*

"Tim Harford is perhaps the best popular economics writer in the world... what [he] has achieved with his

new book is nothing less than the holy grail of popular economics. While retaining the accessible style of popular microeconomics, he has managed to explain, with clarity and good humour, the knottiest and most important problems facing the world's biggest economies today."

—*The New Statesman*

"With beguiling clarity and...effortlessly breezy style... Harford explains the subject with impressive clarity and wit."

—*The Times (London)*

## About the Author

**Tim Harford** is the author of *The Undercover Economist*, *The Logic of Life*, and *Adapt*. He is a weekly columnist for the *Financial Times*, and his work has appeared in *The New York Times*, *Forbes*, *Esquire*, *Parade*, *New York*, and *Wired*. Harford lives with his family in Oxford.

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#### Robert Doyle:

Spent a free time to be fun activity to accomplish! A lot of people spent their leisure time with their family, or their friends. Usually they accomplishing activity like watching television, gonna beach, or picnic inside the park. They actually doing same every week. Do you feel it? Will you something different to fill your free

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