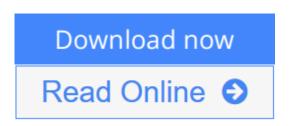


# Introducing Economics: A Graphic Guide (Introducing...)

By David Orrell



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Brand-new INTRODUCING guide to the subject that really makes the world go round. Economics was described by the English economist Lionel Robbins in 1935 as 'the science of scarcity' but these days economics is everywhere, and it's never been more popular - as bestselling books such as Freakanomics attest. But what is economics really all about? What do the great economists think, and what can economics do for us today? David Orrell, author of Economyths, explains all in Introducing's trademark intelligent but witty stle, accompanied by brilliant illustrations from the legendary Borin van Loon.

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#### Review

David Orrell is a Canadian mathematician who lives in Oxford, where he also obtained his doctorate. His work in the prediction of complex systems such as the weather, genetics, and the economy has been featured in New Scientist, the Financial Times, BBC Radio and CBC TV. His previous book was Economyths (Icon, 2010)

#### About the Author

**David Orrell** is a Canadian mathematician who lives in Oxford, where he also received his doctorate. His work in the prediction of complex systems such as the weather and climate has been featured in*New Scientist*, the*Financial Times*, BBC Radio and CBC TV. He was a finalist in the 2007 Canadian Science Writers' Association book award. His most recent book was *Economyths* (Icon, 2010).

**Borin Van Loon** has worked on numerous *Introducing* titles. He is a freelance illustrator, surrealist painter, and collagist.

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