

<<经济学的思维方式（影印第12版）>>

图书基本信息

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内容概要

本书是风靡国际的一部另类的经典经济学教科书。与主流经济学教材不同，本书回避了繁复的公式、函数、运算，通过深入浅出和饶有趣味的图画，将日常生活中纷繁复杂、看似毫无关联的一些社会现象，和一套富有一致性的思维框架结合起来，展现出一种“经济学的想象力”。正如道格拉斯·诺斯所说，经济学的力量就在于它是一种思维方式，本书的目的正是引导读者学会经济学推理方式，从而能够像经济学家一样思考问题。

《经济学的思维方式》已经被翻译成多种语言，享誉全世界，堪称经济学教育领域的一部标尺性著作。

自2008年第11版翻译引进以来，在大专院校和非专业读者中都引起了相当的反响，荣获了多项优秀图书奖。

作者在11版的基础上，对全书的结构和内容作了大量修订，带给读者全新的认识。

影印第12版除了序言和前言采用中文，正文与英文原书完全一致，让读者充分体验阅读原文的乐趣与收获。

作者简介

保罗·海恩（Paul Heyne，1931-2000），美国芝加哥大学伦理学与社会学博士、华盛顿大学经济系讲师。作为大学本科经济学教育的改革者，海恩终身致力于改变讲话刻板的经济学教学方式，被誉为“近25年来最优秀的经济学教育工作者”之一。
《经济学的思维方式》是海恩的代表作，在世界范围内享有盛誉。

彼得·勃特克（Peter Boettke），美国乔治·梅森大学经济学博士，现为该校经济学教授，同时担任詹姆斯·布坎南政治经济中心副主任，美国市场研究中心高级研究员。
著有《计算和调试：社会主义和转型政治经济学》、《新思维为何失败：社会主义改造的政治和经济》等。

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编著有《市场过程理论》（与彼得·勃特克合作）、《为何经济学家不同意：经济学流派思想概论》等。

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章节摘录

版权页：插图： Economic systems-the customs and practices through which citizens pursue and coordinate their projects and plans-are shaped by the "rules of the game," a phrase you're going to meet repeatedly in this book. The rules of the economic game go a long way in explaining whether people will use scarce resources effectively or wastefully. Rules affect incentives. Take Major League Baseball, for example. Why do National League pitchers practice bunting while American League pitchers don't engage in batting practice at all? Because the rules of the game are different with respect to pitchers: National League pitchers step up to the plate during the game; the American League substitutes designated hitters for its pitchers. The designated hitter rule provides little or no incentive for an American League pitcher to become a better batter. Whether the "game" is business, government, science, family, school, traffic, baseball, test taking, or dating, it can't be played satisfactorily unless the players know at least roughly what the rules are and generally agree to follow them. The rules must be reasonably stable. Although rules can and will change over time, they must have a fair degree of stability so that they can be known and relied on (imagine the problems that would emerge were the designated hitter rule to be dropped during the middle of an American League ball game or even during midseason) , Often it takes time for participants to understand and adjust appropriately to new rules of the game. Consider, for example, the recent expansion of the strike zone by umpires in Major League Baseball. Players are beginning to adjust their expectations of what counts as a ball and a strike and will adjust their batting strategies in light of the evolution of the rule. Pitchers and catchers are adjusting their strategies as well. Most social interaction is directed and coordinated by the rules that participants know and follow. When the rules are in dispute or inconsistent or simply not clear, the game tends to break down. This is true not only of a child's game of Go Fish or a professional ball game but for production and trade as well. In the 1990s, the countries of central and eastern Europe that were trying to move from centrally planned and bureaucratically controlled systems of production to decentralized, market-coordinated systems faced no greater obstacle than the absence of clear and accepted rules for the new game they were attempting to play.

媒体关注与评论

同现行的教材相比，本书是一种根本性的变革。

·恰如本书标题揭示的，经济学的力量就在于它是一种思维方式。

对这种思维方式的曾经（今后也一直是）经济学对社会科学革命性贡献，它有助于我们增进对周遭世界的理解。

——道格拉斯·诺斯，1993年诺贝尔经济学奖得主经济学对学习者真正有用的，是在这些错综复杂的理论背后，所反映出的一套观察个人行为及社会现象的思维方式。

保罗·海恩的《经济学的思维方式》以对活生生的、日常发生的现象解析来阐述此点，并帮助学生学会像经济学家那样思维，有助于初学者掌握现代经济学的精髓。

——林毅夫，世界银行高级副行长及首席经济学家保罗·海恩等人的《经济学的思维方式》，是我所读到的写给非经济学专业读者的最好的经济学教科书之一。

——张维迎，北大光华管理学院教授这本书从思维方式入手介绍了各种经济学知识，从个人到社会、从微观到宏观、从主流的观点到非主流的看法、从历史到现实，可以说，这本书的内容相当全面，但切入点不同，组织与写作的方法也不同，让一般读者读起来更容易，理解起来也更容易。

——梁小民，著名经济学家

名人推荐

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