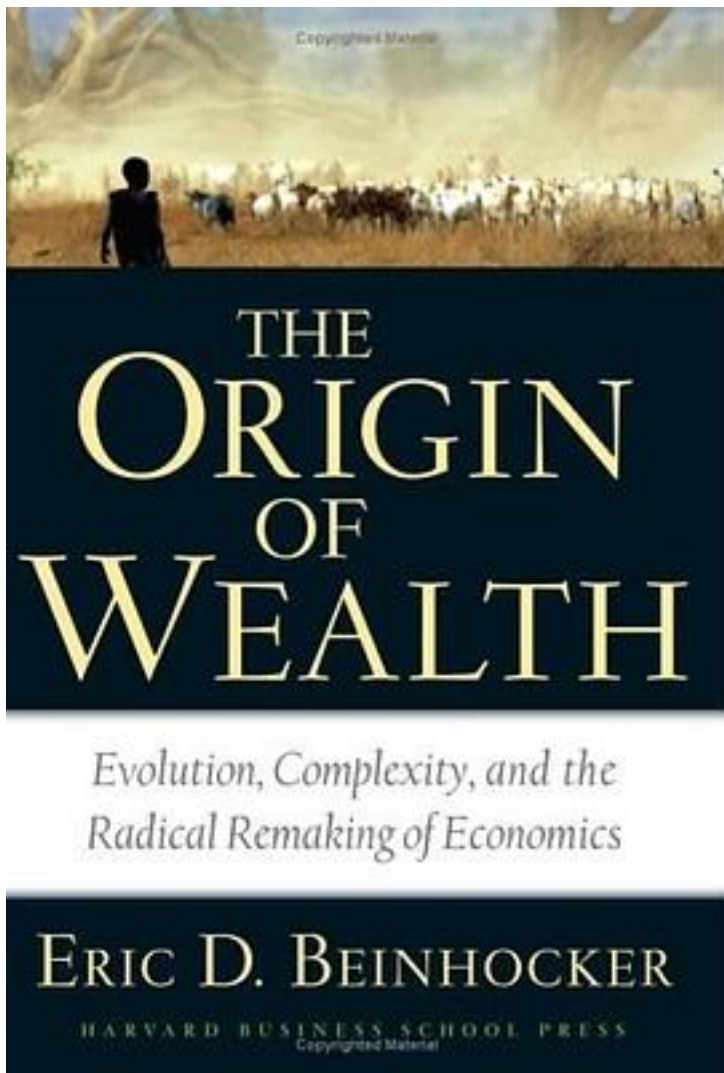


The Origin of Wealth



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著者:Eric D. Beinhocker

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In the Origin of Wealth, Eric Beinhocker offers a thorough and convincing new way to think about economic growth and business management. The author begins by exploring the roots of modern economic theory and ultimately declares it outmoded and wrong. Instead, he suggests, markets and growth can best be explained by drawing on the emerging field of complexity economics: the study of markets and social systems as complex adaptive systems. Although biological metaphors in business have become familiar (i.e., organizations are living organisms), Beinhocker moves beyond metaphor to explain the revolutions in science that will inevitably change the way we think about economics, competition, and business. The Origin of Wealth raises important questions such as: How can one create strategy in uncertain and fast moving environments? Why is it hard for large organizations to be innovative and how should we organize for better results? What role should governments play in this new era?

作者介绍:

Eric Beinhocker is a Professor of Public Policy Practice at the Blavatnik School of Government, University of Oxford, and an External Professor at the Santa Fe Institute. He is also the Executive Director of the Institute for New Economic Thinking at the Oxford Martin School. INET Oxford is a research center devoted to applying leading-edge interdisciplinary approaches to issues including financial system stability, innovation and growth, economic inequality, and environmental sustainability.

Prior to joining Oxford, Beinhocker had an 18-year career at McKinsey & Company where he was a partner and held leadership roles in McKinsey's Strategy Practice, its Climate Change and Sustainability Practice, and the McKinsey Global Institute. Beinhocker writes frequently on economic, business, and public policy issues and his work has appeared in the Financial Times, Bloomberg, The Times, the Guardian, The Atlantic, Newsweek, and Democracy.

Beinhocker is a graduate of Dartmouth College and the MIT Sloan School, and he is originally from Boston, Massachusetts.

目录:

[The Origin of Wealth_下载链接1](#)

标签

经济学

economics

经济

财富

社会性网络

演化

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评论

Paradigm shift: 一个全新思考经济增长的方式叫 Complex Adaptive systems。06年书的新在于提出“经济本身是一个开放的、动态的非线性系统，并不会像传统经济学提出的实现均衡状态”经济学在过去是理想化的理论，在象牙塔里炫耀数学才华，并没有发挥学术、商业和执政之中。CAS体系认为是财富的进化过程的产物。科学的标志不在于预测，在于解释。五个视角：Dynamic, Agents, Networks, Emergence, Evolution，三个力量：物理、社会和经济。创造财富的行为本质是创造秩序，但并非所有秩序可以创造财富。人要可以predict，还有commitment，将进化、选择、放到引入内部，让好的复制。最后战略和金融分析非常开眼，尤其金融那边，非常喜欢。

经典的关于经济/信息/社会学科共同基础模型的好书。让我深刻地理解了“知识就是力量”的根本原因

复杂科学 演化经济学

新古典经济学的由来和现实漏洞，复杂经济学入门，引入社会性网络的概念来强调“连结”的重要性，为研究社会结构如何对经济产生影响提供了一个很必要的框架。（那些从物理生物角度去发现规律的新古典经济学家也很了不起啊....

复杂性经济学的框架极具解释力，将复杂系统的视角引入经济系统，让人振奋！

very good 要是能再详细一些就好了

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书评

如果说布莱恩·阿瑟在《复杂经济学》中指出了经济系统中的非均衡状态，解释了复杂经济学中的正反馈、收益递增、路径依赖在经济、技术的影响，那么埃里克·拜因霍克的《财富的起源》则是在此基础上，讲述了复杂经济学思想的演进过程与思想前沿所在，重新定义了经济、商业和财富...

这是一本难得的好书，分析了目前经济学模型的严重不足（主要是其理论基础的数学工具大大制约了思考范围），并给出了未来经济学应有的思考模式：进化模型。本书是比较理论的书，但对很多近代现象的合理解释，让我们看到了这个理论很好地解答了我们一直困惑的关于信息/生命/群...

这本书主要分为4个方面，第1个方面讲的是什么是传统经济学，第2个方面讲的是什么是复杂经济学，第3个方面讲的是复杂经济学的三种进化力量，第4个方面是如何利用复杂经济学的知识进行财富的累计。本书旨在探讨的问题包括：财富是什么？财富是怎样产生的？如何为个人、企业和社会...

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