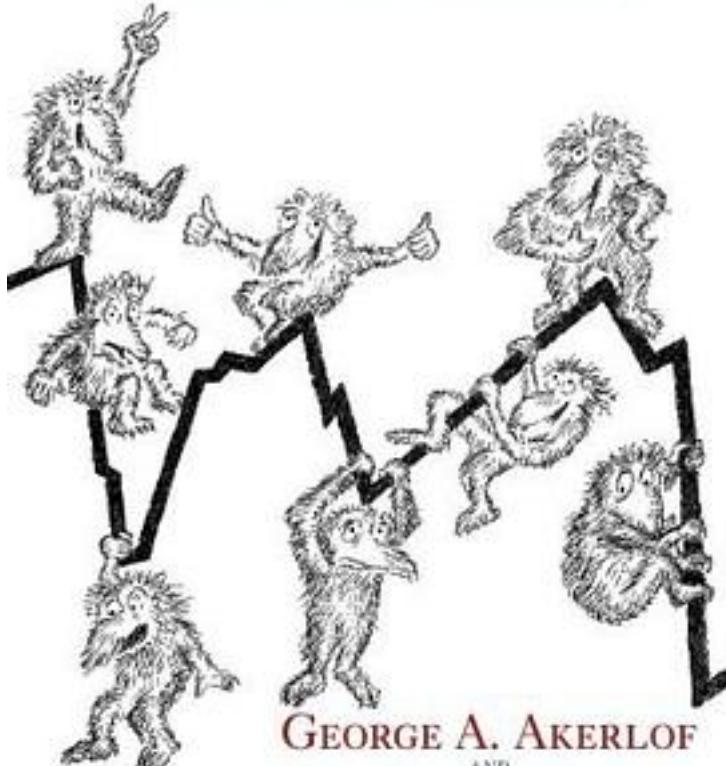


Animal Spirits

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Animal Spirits

HOW HUMAN PSYCHOLOGY DRIVES THE ECONOMY,
AND WHY IT MATTERS FOR GLOBAL CAPITALISM



GEORGE A. AKERLOF
AND
ROBERT J. SHILLER

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著者:George A. Akerlof

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Review

White House Budget Director Peter Orszag is a numbers guy, a propeller head as President Obama would say. But as David Von Drehle and I write in this week's print version of Time, Orszag has been spending his time recently reading not about spreadsheets, but about psychology. In particular, he has been reading a new book by the economists George Akerlof and Robert Shiller called *Animal Spirits: How Human Psychology Drives The Economy, and Why It Matters For Global Capitalism*. . . . We are, it turns out, slaves to the Animal Spirits. They have brought us to our knees. And now they are the only things that can save us.

(Michael Scherer, Time.com's "Swampland")

In their new book, two of the most creative and respected economic thinkers currently at work, George Akerlof and Robert Shiller, argue that the key is to recover Keynes's insight about "animal spirits"--the attitudes and ideas that guide economic action. The orthodoxy needs to be rebuilt, and bringing these psychological factors into the core of economics is the way to do it. . . . The connections between their thinking on the limits to conventional economics and the issues thrown up by the breakdown are plain, even if they were unable to make every link explicit. Even more than Akerlof and Shiller could have hoped, therefore, it is a fine book at exactly the right time. . . . *Animal Spirits* carries its ambition lightly--but is ambitious nonetheless. Economists will see it as a kind of manifesto.

(Clive Crook Financial Times)

Animal Spirits is a welcome addition to our Hannitized national economic debate, in which anyone who advocates government spending risks being labeled a socialist. . . . *Animal Spirits* is most compelling when the authors summon all the key behavioral patterns to explain vast, complex phenomena such as the Great Depression. . . . *Animal Spirits* . . . [is] aimed squarely at the general reader, and rightly so: Macroeconomics is now everybody's business--the banks are playing with our money.

(Andrew Rosenblum New York Observer)

[A] lively new financial crisis book.

(James Pressley Bloomberg News)

The two superstars have produced a truly innovative and bold work that attempts to show how psychological factors explain the origins of the current mess and offer clues for possible solutions. At a time when plummeting confidence is dragging down the market and the economy, the authors' focus on the psychological aspect of economics is incredibly important.

(Michael Mandel BusinessWeek)

What Sigmund Freud did for the study of the mind, George Akerlof and Robert Shiller are doing for economics. Freud, healer or fake--take your pick--built a career and a field of medicine on the idea that people are driven by irrational forces. Akerlof, professor of

economics at the University of California, Berkeley and winner of the 2001 Nobel Prize in economics, and Shiller, the Yale economist who is the eminence grise of the housing meltdown, argue that massive government market intervention programs are the only way to turn fear into enthusiasm for spending and investing--the 'animal spirits' that are an essential part of recovery. . . . Akerlof and Shiller pick up on the idea of the emotional impetus to investment. With elegant reasoning and lovely prose, they demonstrate that we'll all be wallowing in misery unless governments around world, especially the in the G7 nations, help to return markets to optimism. . . . *Animal Spirits* is a fine discussion of the last few decades of development of economic theory, especially monetary economics.

(Andrew Allentuck The Globe & Mail)

Another contribution to the human-nature-ensures-economics-is-irrational school of thought. But, unlike many of the rants against people trying to make an honest profit, this is a measured examination of how the present crisis is explained in economic terms. And so it should be. George Akerlof is a Nobel prizewinner, Robert Shiller teaches at Yale and is the author of *Irrational Exuberance*, which should give you an idea of this one's approach. This fascinating work uses economics to explain real-life issues, such as real estate price cycles, to key policy problems, such as the relationship between inflation and employment.

(Stephen Matchett The Australian)

With *Animal Spirits* we hone in on how incentives and narratives can be created to channel the human psychological factor into collectively healthy directions, and how to be aware of the fictions we tell ourselves about how we wish the world and greed and financial security worked. [*Animal Spirits*] sheds light on complex issues and leaves readers with a better grasp of undercurrents and--most importantly--a rediscovered belief in principles of common sense and caution.

(Daily Kos)

The new book from George Akerlof and Robert Shiller, *Animal Spirits*, has been getting a lot of press of late, and quite rightly: it's really good. It's not only very readable; it also offers a compelling vision of a very different type of macroeconomics--one where behavioral considerations are front and center, rather than simply providing what Clive Crook calls 'ad hoc modifications' to the standard, ridiculously oversimplified and unrealistic, model. . . . [I]f you read only one book on this subject, make it *Animal Spirits*.

(Felix Salmon, Portfolio.com)

As George Akerlof and Robert Shiller show in a new book *Animal Spirits*, this is no freak storm. It may mark the long-awaited encounter between psychology and economics. . . . Akerlof and Shiller's book is probably the first macroeconomic exploration of the subject that is accessible to those interested in the subject but who don't have the academic training to understand the detailed argument.

(Mint)

Review

This book is a sorely needed corrective. *Animal Spirits* is an important--maybe even a

decisive--contribution at a difficult juncture in macroeconomic theory.

(Robert M. Solow, Nobel Prize-winning economist)

作者介绍:

Robert J. Shiller is the Stanley B. Resor Professor of Economics at Yale University. He is the recipient of the 2000 Commonfund Prize, awarded for Best Contribution to Endowment Management Research, for Irrational Exuberance. He is also the author of Market Volatility and Macro Markets, which won the 1996 Paul A. Samuelson Award.

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标签

经济学

行为经济学

心理学

BehavioralFinance

Psychology

economics

RobertShiller

经济

评论

上他的课，不得不读...将讲义编纂一番的产物。

引人入胜，角度新，但是逻辑有点弱。

Controlled-Uncontrolled. Out-of-date Up-to-date.

还是不错。

经济学家的批评与自我批评

正在读，但是我特别想知道这次Shiller说没说新东西...我感觉他现在就是“呜呼！我道理讲了10年，你们居然还在一遍一遍犯同样的错误...”

貌似解释了一些问题，又感觉不够本质

confidence is more than anything

只记得里面引了Peter Blau的交换模型。

难得有诺贝尔奖获得者亲自来科普人类决策的弱点，且行且珍惜啦

“当约瑟芬两手空空、一无所获时，人们会普遍丧失信心，严重的衰退将接踵而至。”

真是凯恩斯主义的积极鼓吹者a

为什么房地产市场具有周期这章不错。

好书强推

Hard to understand

基本上就是放宽了“理性人”的假设以后来讲故事。虽然不是文学作品，但阿克洛夫和席勒的文笔真心不敢恭维。

【2009】行为经济，当时读不太懂，现在也……

话痨

Akerlof同志总是剑走偏锋啊。

精神很好懂，但是翻来覆去好像也没说出啥东西来，那几个心理归因看起来也太……粗糙了？而且我以为经济学家写东西会更直观和系统一点……

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书评

经济学领域关于人性的讨论越来越普及了，罗伯特希勒用动物精神这个词传神的解释了什么是人的动物精神和非理性，分为五个原理，下面是五个原理的解释。1. 信心及其乘数，信心这个词是指那些不能用理性决策来涵盖的行为，它在宏观经济学中起到重要作用。a) 当人们有信心时， ...

经济及经济学家的失灵 本杰明·M·弗里德曼

现在，几乎没有人不承认，美国的主要金融机构和由其支配的金融市场近年来表现得非常糟糕。银行和其他的贷款公司在抵押贷款相关投资中遭受的巨额损失是金融失灵表面上的证据——国际货币基金组织最新估计的数额已超过4万亿美元...

We simply do not know! John Gray * Animal Spirits: How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism by George Akerlof and Robert Shiller Princeton, 230 pp, £16.95, February 2009, ISBN 978 0 691 14233 3 The las...

中国自称奥地利学派的自由市场原教旨主义经济学爱好者和中国自称中间派的共产主义者到今天走的路子，一天比一天的歪。

在所谓奥派看来，一切利他行为都是转瞬即逝的，只有绝对的自私自利才是纯粹理性行为，而且更进一步地，这样的理性行为才是真实的人性。在对人性完全不信任...

读完《动物精神》，并没有意外的惊喜。倒不是因为这本书写的不好，而是因为感觉书中没有新鲜的东西，基本上都是我以前了解的内容。应该说这本书的主体是由阿克洛夫完成的，有关金融市场的内容则是由罗伯特·希勒所作。

希勒这个名字相对而言我知道的较早，在国内知道的人...

阿克洛夫是因为试图理性地去衡量经济领域中的不理性行为而得的诺贝尔奖，而罗伯特·希勒在中国更负盛名是因为他那本《非理性繁荣》的书。

这本书拖了很久刚看，是因为近期回国和朋友交流中又被朋友力荐了一把。简要地把有感触的点记下来，算个小笔记吧。首先说一下Animal Spir...

商学院的基础课程会告诉学生，大多数市场参与者是理性的，理性的商家会考量成本，确定价格，而消费者计算效用，以最大消费者剩余为标准做决定。不管是竞争市场还是垄断市场，都是这样子。这样的理论很容易被人接受，因为“市场参与者”就应该是这

样子的。然而这个理论的主语是...

在开卷八分钟看到推荐这本书，第一时间到手，拿起就放不下来。一本新宏观经济学的准学术作品能够做到通俗易懂，让一个没有经济学背景的人做到爱不释手着实不易。

Akerlof

（2001诺贝尔经济学奖得主）和Shiller（成功预测08金融危机爆发的非主流经济学家）70年后联手重提凯恩斯...

来自: 石头时代(For that moment.....) 2014-08-22 14:09:56 波斯纳 (R.A. Posner, 1939-), 1959年在耶鲁大学获得文学士学位, 1962年在哈佛大学获得法学士学位, 1968年赴斯坦福大学任教, 1969年任芝加哥大学教授, 1981年任美国联邦第七巡回区上诉法院法官。主要著作有: ...

“动物精神”源于古希腊名医的一个术语，定义为“一种纯粹的绝对的精神，一种觉察不到的认知能量，其本质是直觉”。字面上的意思，其实很好理解，作为动物，它们并没有思维，或许有思维我们也不知道，但是从对动物的分类，以及我们所了解的人类与动物的不同，就知道动物的行为...

1、有时候，我们被它麻痹，有时候它又赋予我们能量，使我们振作，克服恐惧感和优柔寡断。

2、他们把怀疑搁置一旁，而当每个人都这样做时，资产的价值就会升高，而且可能还会继续上涨。只要人们保持信任感，他们的冲动就不明显。一旦信心消失，浪潮消退，决策冲动就暴露无遗。 ...

这本书我非常喜欢 读书的时候感觉就像是在上shiller的课 shiller在耶鲁公开课 金融市场的课 非常棒！

尽管难以量化和模型化，动物精神却是解释大萧条和当前危机的重要概念。不过，阿克洛夫和希勒动物精神的概念，似乎要比凯恩斯的概念更加宽泛也更加系统，他们试图创建一套基于动物精神的理论，并用它来解释现实的宏观经济现象和波动。他们的描述说明，现代市场经济对信心的依赖...

商学院的基础课程会告诉学生，大多数市场参与者是理性的，理性的商家会考量成本，确定价格，而消费者计算效用，以最大消费者剩余为标准做决定。不管是竞争市场还是垄断市场，都是这样子。这样的理论很容易被人接受，因为“市场参与者”就应该是这样子的。然而这个理论的主语是...

animal spirits直译成动物精神，太僵。

本书借用了经济学家凯恩斯的基本观点，投资行为不能用理论或理性选择去解释，因为经济前景根本难以捉摸。因此他提出投资的冲动要靠“animal spirits”，即靠自然本能的驱动。个人认为应该把animal spirits译成人类本能或者人类投资本能。...

因为学习金融专业，所以或多或少都接触了不少经济学的东西。在我的印象中，宏观经济（包括应用经济）很多都是在用曲线和模型去解释经济现象，提出解决方法。而这本书里提出，人的思想以及其所产生的行为应该成为解释经济现象不可缺少的一部分。里面所提到的很多方面，其实就是...

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