

30 Second Economics Donald Marron

The 50 Essential Principles that Instruct Technology, Each Explained in Half a Minute
 30-Second Economics
 Effects of Gasoline Prices on Driving Behavior and Vehicle Markets
 30-Second Philosophies
 An Analytical Introduction
 How Markets Shape Cities
 The 50 Most Thought-provoking Economic Theories, Each Explained in Half a Minute
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 50 Key Principles, Methods, and Fields Explained in Half a Minute
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30 Second Economics
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OROZCO MENDEZ

The 50 Essential Principles that Instruct Technology, Each Explained in Half a Minute Ivy Press

Chemistry is the science of matter. This book brings boils it down to its essential elements - in just 30 seconds.

30-Second Economics Lulu.com

The successful 30-Second series tackles numbers, with experts on maths and data demystifying the essential numerical topics. We know that we use numbers pretty often, some of us confidently, others reluctantly. But are we aware of just how essential they are to almost every decision we make? Counting and measuring when we're shopping, travelling, studying or playing are just the beginning; the applications of numbers are

endless, from assessing variables and analysing data to the calculations and predictions of advanced artificial intelligence. 30-Second Numbers explores number categories, the science of measuring, how guesstimates work, and the visualisation of numbers, taking you behind the digits into the world of statistics, probability, risk and ratios. Numbers are our way of imposing order on the world, and each of the 50 topics here uses just 300 words and one picture to give you a sense of control, helping you to understand trends in statistical data, how algorithms are used and the methods involved in machine learning. With this book, numbers need never be daunting again.

Effects of Gasoline Prices on Driving Behavior and Vehicle Markets Icon Books Ltd

The 50 most important structures and

systems in the human body, each explained in half a minute. The bestselling 30-Second series offers a new approach to learning about those subjects you feel you should really understand. Every title takes a popular topic and dissects it into the 50 most significant ideas at its heart. Each idea, no matter how complex, is explained using a mere two pages, 300 words, and one picture: all easily digested in only half a minute. 30-Second Anatomy offers you an instant diagnosis of how your body works. Whether you're a medical student, an artist, a body worker, or simply want to know what your doctor is talking about when he mentions your humerus, this is the quickest way to get under your own skin. Dissecting the workings of everything from your heart to your brain into 30-second summaries, this is the quickest way to understand the structures and systems that are you. Supported by

biographies of the pioneers in anatomy studies, its the book that would have kept Burke and Hare home at night.

30-Second Philosophies OUP Oxford

A full-colour illustrated tour through philosophy's most famous - and most mind-bending - ideas I Think Therefore I Am, Existentialism, Dialectical Materialism? The Socratic Method and Deconstruction? Sure, you know what they all mean. That is, you've certainly heard of them. But do you know enough about them to join a dinner party debate or dazzle the bar with your knowledge? 30-SECOND PHILOSOPHIES takes a revolutionary approach to getting a grip on the 50 most significant schools of philosophy. The book challenges leading thinkers to quit fretting about the meaning of meaning for a while and explain the most complex philosophical ideas - using nothing more than two pages, 300 words, and a metaphorical image. Here, in one unique volume, you have the chance to pick the potted brains of our leading philosophers and understand complex concepts such as Kant's Categorical Imperative without ending up in a darkened room with an ice pack on your head.

An Analytical Introduction Routledge

In this exhilarating new thriller from New York Times bestselling author Kate White, one young woman searches for clues to the murder of her family, only to discover a shocking secret about herself that holds the key to everything. Jillian Lowe seemed to have it all. Both beautiful and accomplished, she lit up any room that she walked into. All of that dramatically changed when her parents and two siblings were brutally murdered at her childhood home her second year in college. The crime shattered what was once a picture-perfect family and nearly derailed Jillian's hopes for her future. Now, sixteen years later, Jillian is shocked to learn that the man imprisoned for murdering her family didn't do it. With the real killer walking free and the cops dragging their heels, Jillian once again feels her life unraveling, and desperately seeks help from an old friend from college, true crime writer Bailey Weggins. As the two women return to Jillian's childhood town to investigate, it doesn't take long for their sleuthing to cause shock waves. Someone starts watching their every move. As they uncover deeply-guarded secrets, so shocking that they make Jillian rethink her entire relationship to her family, Bailey and Jillian find themselves in fear of their own lives. The truth has consequences and they must decide if they're ready to face them.

How Markets Shape Cities Icon Books Ltd

From an economist who warned of the global financial crisis, a new warning about the continuing peril to the world economy Raghuram Rajan was one of the few economists who warned of the global financial crisis before it hit. Now, as the world struggles to recover, it's tempting to blame what happened on just a few greedy bankers who took irrational risks and left the rest of us to foot the bill. In *Fault Lines*, Rajan argues that serious flaws in the economy are also to blame, and warns that a potentially more devastating crisis awaits us if they aren't fixed. Rajan shows how the individual choices that collectively brought about the economic meltdown—made by bankers, government officials, and ordinary homeowners—were rational responses to a flawed global financial order in which the incentives to take on risk are incredibly out of step with the dangers those risks pose. He traces the deepening fault lines in a world overly dependent on the indebted American consumer to power global economic growth and stave off global downturns. He exposes a system where America's growing inequality and thin social safety net create tremendous political pressure to encourage easy credit and keep job creation robust, no matter what the consequences to the economy's long-term health; and where the U.S. financial sector, with its skewed incentives, is the critical but unstable link between an overstimulated America and an underconsuming world. In *Fault Lines*, Rajan demonstrates how unequal access to education and health care in the United States puts us all in deeper financial peril, even as the economic choices of countries like Germany, Japan, and China place an undue burden on America to get its policies right. He outlines the hard choices we need to make to ensure a more stable world economy and restore lasting prosperity.

The 50 Most Thought-provoking Economic Theories, Each Explained in Half a Minute Simon and Schuster

30-Second Economics
The 50 Most Thought-Provoking Economic Theories, Each Explained in Half a Minute
50 Philosophy Ideas You Really Need to Know Icon Books Ltd

The universe literally encompasses everything we were, are and will be, everything we knew, know and can know. When we decide to understand the universe as a whole, new truths come to light, and unexpected perspectives illuminate our take on life. 30-Second Universe explains all the tantalising concepts, principles and theories that

make up our knowledge - the Higgs particle, gluons, quarks, the multiverse, how certainty itself can be uncertain, and of course, where our world came from, and where we're going and what will happen in the end - and it explains these astrophysical answers succinctly, each entry taking only 30 seconds to read, with further exploration flagged, and key scientists noted. This one small book sheds light on the biggest ideas, concepts and discoveries in life, in the universe, in everything.

Master Universal Economics 30 Second

An argument that operational urban planning can be improved by the application of the tools of urban economics to the design of regulations and infrastructure. Urban planning is a craft learned through practice. Planners make rapid decisions that have an immediate impact on the ground—the width of streets, the minimum size of land parcels, the heights of buildings. The language they use to describe their objectives is qualitative—“sustainable,” “livable,” “resilient”—often with no link to measurable outcomes. Urban economics, on the other hand, is a quantitative science, based on theories, models, and empirical evidence largely developed in academic settings. In this book, the eminent urban planner Alain Bertaud argues that applying the theories of urban economics to the practice of urban planning would greatly improve both the productivity of cities and the welfare of urban citizens. Bertaud explains that markets provide the indispensable mechanism for cities' development. He cites the experience of cities without markets for land or labor in pre-reform China and Russia; this “urban planners' dream” created inefficiencies and waste. Drawing on five decades of urban planning experience in forty cities around the world, Bertaud links cities' productivity to the size of their labor markets; argues that the design of infrastructure and markets can complement each other; examines the spatial distribution of land prices and densities; stresses the importance of mobility and affordability; and critiques the land use regulations in a number of cities that aim at redesigning existing cities instead of just trying to alleviate clear negative externalities. Bertaud concludes by describing the new role that joint teams of urban planners and economists could play to improve the way cities are managed.

30-Second AI and Robotics World Bank Publications

This textbook is a robust and challenging introduction to the key principles of

economics. It delivers a comprehensive and focused view of the logical core of economic analysis and is sufficiently developed to help students apply economic theories and models to recognisable, real-life examples.

30-Second Money St. Martin's Press

Stock-market crashes show how the world of high finance can negatively impact our daily life, but smart money reveals a two-way street where those savvy to the science of finance can take their personal wealth up a gear. What is a hedge fund? How best to understand private equity? What are the principles of investment? 30 Second Money balances key features of personal finance with those of the financial markets and economic concepts, explaining how mass monetary systems relate to one's own money management choices. From basic concepts like risk and return to types of borrowing, investment, and risk management, everything is explained without jargon or complexity. This is the handbook that gives the reader an edge in any business conversation.

Even If It Kills Her 30 Second

Keynesian Economics, Free Market Capitalism, Monetarism, Game Theory and the Invisible Hand. Sure, you know what they mean. That is, you've certainly heard of them. But do you know enough about these economic theories to join a dinner party debate or dazzle the bar with your financial knowledge? 30 Second Economics takes the top 50 economic theories, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words and one picture. Economics will suddenly seem a lot more fun than the economy, and make a lot more sense, and along the way you'll meet founding fathers of modern economics such as Adam Smith, David Ricardo and Alfred Marshall. From Marxism to Mercantilism, plus everything in between, this is the ultimate 'crash' course in economic theory.

The 50 Most Thought-provoking Philosophies, Each Explained in Half a Minute Liberty Fund

Universal Economics is a new work that bears a strong resemblance to its two predecessors, *University Economics* (1964, 1967, 1972) and *Exchange and Production* (1969, 1977, 1983). Collaborating again, Professors Alchian and Allen have written a fresh presentation of the analytical tools employed in the economic way of thinking. More than any other principles textbook, *Universal Economics* develops the critical importance of property rights to the existence and success of market economies. The authors explain the interconnection between goods prices and

productive-asset prices and how market-determined interest rates bring about the allocation of resources toward the satisfaction of consumption demands versus saving/investment priorities. They show how the crucial role of prices in a market economy cannot be well understood without a firm grasp of the role of money in a modern world. The Alchian and Allen application of information and search-cost analysis to the subject of money, price determination, and inflation is unique in the teaching of economic principles. No one has ever done price theory better than Alchian that is, no one has ever excelled Alchian's ability to explain the reason, role, and nuances of prices, of competition, and of property rights. And only a precious few can count them on my fingers have a claim for being considered to have done price theory as well as he did it. Donald Boudreaux, George Mason University. Armen A. Alchian (1914-2013), one of the twentieth century's great teachers of economic science, taught at UCLA from 1958 to 1984. Founder of the UCLA tradition in economics, he has become recognized as one of the most influential voices in the areas of market structure, property rights, and the theory of the firm. William R. Allen taught at Washington University prior to joining the UCLA faculty in 1952. Along with research primarily in international economics and the history of economic theory, he has concentrated on teaching economics. *Universal Economics* is his third textbook collaboration with Armen Alchian. Jerry L. Jordan wrote his doctoral dissertation under the direction of Armen Alchian. He was Dean of the School of Management at the University of New Mexico, a member of President Reagan's Council of Economic Advisors and of the U.S. Gold Commission, Director of Research of the Federal Reserve Bank of Saint Louis, and President and CEO of the Federal Reserve Bank of Cleveland.

The New American Economy Princeton University Press

Keynesian Economics, Free Market Capitalism, Monetarism, Game Theory and the Invisible Hand. Sure, you know what they mean. That is, you've certainly heard of them. But do you know enough about these economic theories to join a dinner party debate or dazzle the bar with your financial knowledge? 30 Second Economics takes the top 50 economic theories, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words and one picture. Economics will suddenly seem a lot more fun than the economy, and make a lot more sense, and along the way you'll

meet founding fathers of modern economics such as Adam Smith, David Ricardo and Alfred Marshall. From Marxism to Mercantilism, plus everything in between, this is the ultimate 'crash' course in economic theory.

30-Second Economics Government Printing Office

Keynesian Economics, Free Market Capitalism, Monetarism, Game Theory and the Invisible Hand. Sure, you know what they mean. That is, you've certainly heard of them. But do you know enough about these economic theories to join a dinner party debate or dazzle the bar with your financial knowledge? 30 Second Economics takes the top 50 economic theories, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words and one picture. Economics will suddenly seem a lot more fun than the economy, and make a lot more sense, and along the way you'll meet founding fathers of modern economics such as Adam Smith, David Ricardo and Alfred Marshall. From Marxism to Mercantilism, plus everything in between, this is the ultimate 'crash' course in economic theory.

50 Key Principles, Methods, and Fields Explained in Half a Minute Icon Books Ltd

The key ideas in Psychology explained, with colour illustrations, in half a minute. Pavlov's Dogs, Psychoanalysis, Milgram's Obedience Study, and Beck's Cognitive Therapy? Sure, you know what they all mean. That is, you've certainly heard of them. But do you know enough about these psychology theories to join a dinner party debate or dazzle the bar with your knowledge? 30-Second Psychology takes the top 50 strands of thinking in this fascinating field, and explains them to the general reader in half a minute, using nothing more than two pages, 300 words, and one picture. The inner workings of the human mind will suddenly seem a lot more fun, and along the way we meet many of the luminaries in the field, including William James, Aaron Beck, and (of course) Sigmund Freud. From Behaviorism to Cognitivism, what better way to get a handle on your inner demons?

30-Second Politics Icon Books Ltd

You may be OK with standard stuff like Conservatism and Democracy, but do you really know what Patrimonialism is? And what about Oligarchy? Anarcho-syndicalism? Politics is, we are willing to bet, the most passionately argued-over subject matter, and yet how many of us flounder around in confrontational debates because we have no grip on political theory, just a vague notion that they are all out to get us? 30-Second Politics will

help dispel this fog mistrust and paranoia. It challenges political theorists of all colors to come up with no-frill, no-spin, tell-it-like-it-is explanations of the 50 most important political -isms, -archies, and -ocracies that have pertained since the time of Periclean Athens. At no public expense, the book explains each political theory in nothing more than two pages, 300 words, and some propaganda-style imagery, for we all know that a picture opportunity is worth a thousand words of dull interview.

30-Second Theories Purdue University Press

Major buildings, energy supply systems, chemical plants, food processing, and aircraft are all examples of engineering today. Despite such diversity, nearly all engineering fields rely on common principles and methods, and there is remarkable similarity in the daily work of engineers. Engineers spend most effort organising and coordinating collaborative work by all the diverse people involved, guided by their technical knowledge and experience. Unlike physics or biology, where immutable laws underpin the study, the essence of engineering is found in how

theory is applied judgementally. To quickly grasp the nature of engineering the fifty summaries in *30-Second Engineering* outlines types of engineering from mechanical to chemical; the universal stages of a collaborative engineering project; and the key ways engineering can solve the challenges of our future earth. [The 50 Most Thought-Provoking Quantum Concepts, Each Explained in Half a Minute](#) Ivy Press

A thoughtful and surprising argument for American tax reform, arguably the most overdue political debate facing the nation, from one of the most respected political and economic thinkers, advisers, and writers of our time. **THE UNITED STATES TAX CODE HAS UNDERGONE NO SERIOUS REFORM SINCE 1986.** Since then, loopholes, exemptions, credits, and deductions have distorted its clarity, increased its inequity, and frustrated our ability to govern ourselves. By tracing the history of our own tax system and assessing the way other countries have solved similar problems, Bruce Bartlett explores the surprising answers to all these issues, giving a sense of the tax code's many benefits—and its inevitable

burdens. From one of the most respected political and economic thinkers, advisers, and writers of our time, *The Benefit and the Burden* is a thoughtful and surprising argument for American tax reform. [30 Second Mythology](#) HarperCollins *30-Second Mythology* offers the shortest path to a world of gods and monsters. So much modern culture traces its origins back to Greek and Roman mythology (witness 2010s *Clash of the Titans* and *Percy Jackson and the Olympians*). The stories provide wonderful references to make your conversation more heroic and raise your imagination closer to the gods. Sail through these fifty 30-second legends to discover what Hercules did to deserve his twelve labors, why Odysseus took ten years to travel 500 miles, and how Narcissus found the love of his life. The perfect reference book for creative writers, it covers gods and goddesses, heroes and monsters, story locations and the great storytellers. There are also condensed versions of the tragic tales alongside explanations of their modern legacies: from the Oedipus Complex to the Narcissus Syndrome.

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