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Introducing Economics traces the history of the subject from the ancient Greeks to the present day. Orrell and Van Loon bring to life the contributions of great economists - such as Adam Smith, Karl Marx, John Maynard Keynes and Milton Friedman - and delve into ideas from new areas such as ecological and complexity economics that are revolutionizing the field.

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"History of Economics - A Graphic Guide" would have been a more apt title for this book. The book briefly covers major milestones that were observed in applied economics as the field evolved over the centuries. It is interspersed with caricatures of a few renowned economists and a brief gist of the theories/models they proposed.

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A comic-book introduction to economics from David Orrell, the author of *Economyths: 11 Ways Economics Gets it Wrong*. With illustrations from Borin Van Loon. Part of the internationally-recognised Introducing Graphic Guide series. Today, it seems, all things are measured by economists. The so-called 'dismal science' has never been more popular - or, given its failure to predict or prevent the recent financial crisis, more controversial. But what are the findings of economics? Is it really a science? And how can it help our lives?

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Introducing Economics traces the history of the subject from the ancient Greeks to the present day. Orrell and Van Loon bring to life the contributions of great economists - such as Adam Smith, Karl Marx, John Maynard Keynes and Milton Friedman - and delve into ideas from new areas such as ecological and complexity economics that are revolutionizing the field.

Capitalism now dominates the globe, both in economics and ideology, shapes every aspect of our world and influences everything from laws, wars and government to interpersonal relationships. Introducing Capitalism tells the story of its remarkable and often ruthless rise, evolving through strife and struggle as much as innovation and enterprise. Dan Cryan and Sharron Shatil, with Piero's brilliant graphics, cover the major economic, social and political developments that shaped the world we live in, such as the rise of banking, the founding of America and the Opium Wars. The book explores the leading views for and against, including thinkers like Adam Smith, Karl Marx, Theodor Adorno and Milton Friedman, the connections between them and their historical context. Few ideas have had as much impact on our everyday lives as capitalism. Introducing Capitalism is the essential companion.

When should you adopt an aggressive business strategy? How do we make decisions when we don't have all the information? What makes international environmental cooperation possible? Game theory is the study of how we make a decision when the outcome of our moves depends on the decisions of someone else. Economists Ivan and Tuvana Pastine explain why, in these situations, we sometimes cooperate, sometimes clash, and sometimes act in a way that seems completely random. Stylishly brought to life by award-winning cartoonist Tom Humberstone, Game Theory will help readers understand behaviour in everything from our social lives to business, global politics to evolutionary biology. It provides a thrilling new perspective on the world we live in.

What is psychology? When did it begin? Where did it come from? How does psychology compare with related subjects such as psychiatry and psychotherapy? To what extent is it scientific? Introducing Psychology answers all these questions and more, explaining what the subject has been in the past and what it is now. The main "schools" of thought and the sections within psychology are described, including Introspection, Biopsychology, Psychoanalysis, Behaviourism, Comparative (Animal) Psychology, Cognitive Approaches (including the Gestalt movement), Social Psychology, Developmental Psychology and Humanism. The key figures covered include: Freud, Pavlov, Skinner, Bandura, Piaget, Bowlby, Maslow and Rogers, as well as many lesser-known but important psychologists.

Philosophers have always enjoyed asking awkward and provocative questions, such as: What is the nature of reality? What are human beings really like? What is special about the human mind and

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consciousness? Are we free to choose who we are and what we do? Can we prove that God exists? Can we be certain about anything at all? What is truth? Does language provide us with a true picture of the world? How should we behave towards each other? Do computers think?

Introducing Philosophy is a comprehensive graphic guide to the thinking of all the significant philosophers of the Western world from Heraclitus to Derrida. It examines and explains their key arguments and ideas without being obscure or solemn. Lively and accessible, it is the perfect introduction to philosophers and philosophical ideas for anyone coming to the subject for the first time.

John Maynard Keynes remains the most brilliant and influential economist of the 20th century. His General Theory of Employment, Interest and Money overturned the conventional wisdom that a free market would automatically solve the problems of unemployment and economic depression.

Sociology is interested in the ways people shape the society they live in, and the ways society shapes them. Simply, it is the study of what modern society is and how it functions. In the series' inimitable style, Introducing Sociology traces the origins of sociology from industrialization, revolution and the Enlightenment through to globalization, neoliberalism and the fear of nationalism - introducing you to key thinkers, movements and concepts along the way. You will develop insight into the world around you, as you engage your 'sociological imagination' and explore studies of the city, theories of power and knowledge, concepts of national, racial and sexual identity, and much more.

Did Fascism end with the Allied victory over the Axis powers in 1945, or has it been lying dormant and is now re-awakening as we move into the 21st century? Introducing Fascism trace the origins of Fascism in 19th-century traditions of ultra-conservatism, the ideas of Nietzsche, Wagner and other intellectuals which helped to make racist doctrines respectable and which led to the ultimate horrifying 'logic' of the Holocaust. Introducing Fascism investigates the four types of Fascism that emerged after the First World War in Italy, Germany, Spain and Japan. It also looks beyond the current headlines of neo-Nazi hooliganism and examines the increasing political success of the far right in Western Europe and the explosion of ultra-nationalisms in Eastern Europe and the former Soviet Union.

Make economics resonate to high school students. This practical handbook will help economics and social studies teachers foster critical thinking by introducing students to the real-life dimensions of the major controversies in contemporary economics. Filled with useful teaching tips and user-friendly information on finding engaging materials and activities for the classroom, the book also includes detailed coverage of the Voluntary National Content Standards for economics. "Introducing Economics" is a one-stop resource for high

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school teachers who want to make economics relevant to their students' lives. It includes more than 50 sections with lists of suggested "Activities and Resources," many with Internet links. It features boxed "Hints for Clear Teaching" tips for presenting particularly difficult topics. It provides an annotated resource guide to more than 30 organizations involved in economics education, with associated Internet links. It follows the flow of topics in a typical economics course. It addresses real-life topics that are ignored or glossed-over in traditional textbooks - economics and the environment, the distribution of income and wealth, discrimination, labor unions, globalization, the power of corporations, and more. It offers critical guidance for meeting all 20 Voluntary National Content Standards in economics, and also provides an overview of the political and intellectual history and contemporary state of economics education.

Logic is the backbone of Western civilization, holding together its systems of philosophy, science and law. Yet despite logic's widely acknowledged importance, it remains an unbroken seal for many, due to its heavy use of jargon and mathematical symbolism. This book follows the historical development of logic, explains the symbols and methods involved and explores the philosophical issues surrounding the topic in an easy-to-follow and friendly manner. It will take you through the influence of logic on scientific method and the various sciences from physics to psychology, and will show you why computers and digital technology are just another case of logic in action.

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