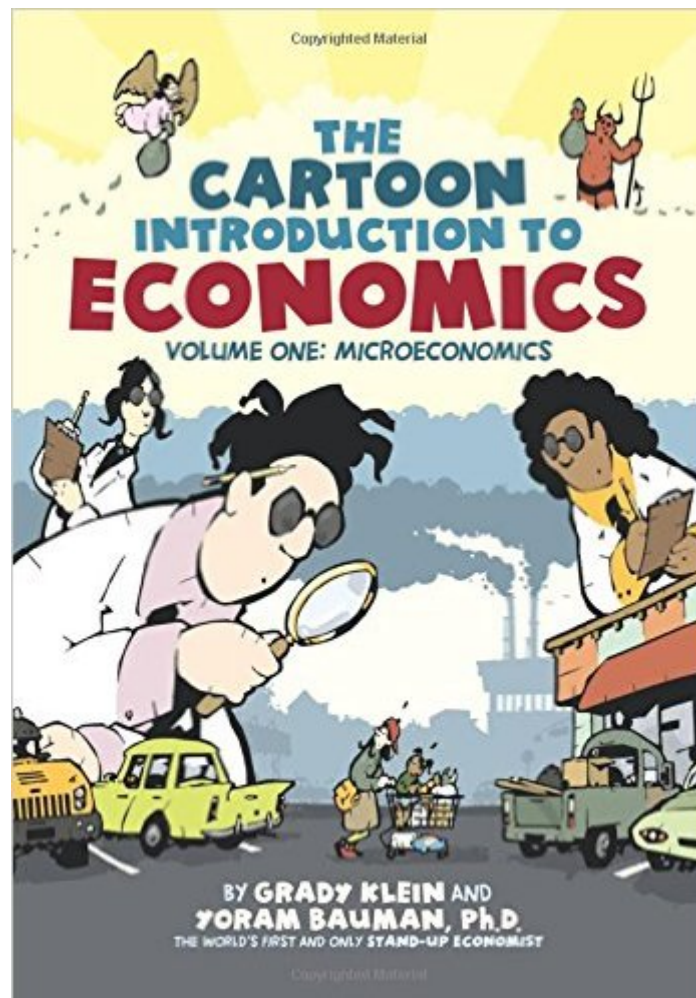




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# The Cartoon Introduction To Economics: Volume One: Microeconomics



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## Synopsis

The award-winning illustrator Grady Klein has paired up with the world's only stand-up economist, Yoram Bauman, PhD, to take the dismal out of the dismal science. From the optimizing individual to game theory to price theory, *The Cartoon Introduction to Economics* is the most digestible, explicable, and humorous 200-page introduction to microeconomics you'll ever read. Bauman has put the "comedy" into "economy" at comedy clubs and universities around the country and around the world (his "Principles of Economics, Translated" is a YouTube cult classic). As an educator at both the university and high school levels, he has learned how to make economics relevant to today's world and today's students. As Google's chief economist, Hal Varian, wrote, "You don't need a brand-new economics. You just need to see the really cool stuff, the material they didn't get to when you studied economics." *The Cartoon Introduction to Economics* is all about integrating the really cool stuff into an overview of the entire discipline of microeconomics, from decision trees to game trees to taxes and thinking at the margin. Rendering the cool stuff fun is the artistry of the illustrator and lauded graphic novelist Klein. Panel by panel, page by page, he puts comics into economics. So if the vertiginous economy or a dour professor's 600-page econ textbook has you desperate for a fun, factual guide to economics, reach for *The Cartoon Introduction to Economics* and let the collaborative genius of the Klein-Bauman team walk you through an entire introductory microeconomics course.

## Book Information

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## Customer Reviews

**Book Description** The award-winning illustrator Grady Klein has paired up with the world's only stand-up economist, Yoram Bauman, PhD, to take the dismal out of the dismal science. From the optimizing individual to game theory to price theory, *The Cartoon Introduction to Economics* is the most digestible, explicable, and humorous 200-page introduction to microeconomics you'll ever read. Bauman has put the "comedy" into "economy" at comedy clubs and universities around the country and around the world (his "Principles of Economics, Translated" is a YouTube cult classic). As an educator at both the university and high school levels, he has learned how to make economics relevant to today's world and today's students. As Google's chief economist, Hal Varian, wrote, "You don't need a brand-new economics. You just need to see the really cool stuff, the material they didn't get to when you studied economics." *The Cartoon Introduction to Economics* is all about integrating the really cool stuff into an overview of the entire discipline of microeconomics, from decision trees to game trees to taxes and thinking at the margin. Rendering the cool stuff fun is the artistry of the illustrator and lauded graphic novelist Klein. Panel by panel, page by page, he puts comics into economics. So if the vertiginous economy or a dour professor's 600-page econ textbook has you desperate for a fun, factual guide to economics, reach for *The Cartoon Introduction to Economics* and let the collaborative genius of the Klein-Bauman team walk you through an entire introductory microeconomics course. Take a Look Inside *The Cartoon Introduction to Economics* In the panels below, Grady Klein and Yoram Bauman illustrate economist Adam Smith's principle of the invisible hand. This principle suggests that individuals unwittingly benefit society by pursuing their own self interest. (Click on any image to enlarge)

As a study aide, if you can get past the often-precious humor presented by humorist/Ph.D. Bauman, this book is well organized and direct, using its overviews to deflate some of the pomposity that surrounds economic theory. While pro-free trade, the book regards the theories it presents with a slight grain of salt, giving the reader an even broader view of economic history, with the trends that worked short- and long-term. Often, though, this is almost as tedious as an economics textbook only those who are assigned a class in microeconomics might find some enjoyment in this book, a potential respite from their dry assignments. Also on the negative side, the drawings seem to be flat blobs. For those required to study the subject or already familiar with it, this has some value as a colorful brush up, but the merely curious may struggle. (Jan.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

its an amazing effort to teach high school kids economics. however, paintings are not great specially for the black and white and you can notice a lot of jumps and unclear concepts in the flow of story. also there are some paintings that are more confusing than helpful. the element of comedy in this work makes it hard and sometimes unreliable as a source for kids. but again, this is a great beta version effort in doing so.

Don't get the Kindle version. It's terribly laid out on the Kindle. You can barely read it on your phone, and there's no way to adjust the size properly. It's basically images with some cartoon bubbles, so the actual content is not written out like traditional e-books.

I thoroughly enjoyed reading The Cartoon Introduction to Economics. The fundamental ideas in Microeconomics are presented in a clear and intelligent manner, with many humorous but thoughtful examples and analogies. The organization of the book is clean and logical, moving from the "optimizing individual" to "strategic interactions" of small groups to "market interactions" involving many people. A wide variety of topics are distilled down to their essence (decision trees, risk, pareto efficiency, auctions, trade, supply and demand, taxes, elasticity, etc.). Klein's whimsical and funny illustrations add a great deal to the text, and hold the reader's interest while at the same time helping to explain the various concepts and examples. This book is appropriate for many different ages and backgrounds, from high school or college students studying econ to the average adult seeking a little more knowledge and understanding of basic economic principles. I've read parts of it several times, and find that I get a deeper understanding of some of the more complicated and nuanced concepts the second time through. My one (minor) complaint is that this otherwise quick read bogs down a bit in some of the later chapters (e.g. margins and elasticity) with too much theory (and not enough jokes?). But this is a minor issue, and on the whole I enthusiastically recommend this book for both econ students and for people who just want to learn more about the topic (and have fun doing it).

this book made economics very easy to understand because they were all cartoon examples. a child might be able to understand this

You will have a solid handle on the topic after reading this book due to the accessible nature of the information presented. After reading this book, conversations and debates on economics will take on a new shapes as you will better understand the issues involved.

Bought for homeschooling. It has a lot more reading in it so best for older kids/teens but it does a great job of explaining the concepts of economics. It includes examples. The inside pages are black and white and not glossy paper if that matters to your child. It's a fairly thick book also so it may take you more than a few weeks to finish it if you are using it in lessons.

This book is amazing and hilarious! I first came across Yoram Bauman on [Ã¢ÂÂ] and I have visited his blog regularly ever since. I pre-ordered the book because I knew from seeing his stand-up that it would not disappoint and it's hasn't. I'm a Economics undergraduate student in Sydney Australia. The content in this book summarises the basic information I learnt in my first year at university but, it's done in a really smart, easy to understand and funny way. I recommend this book to who ever enjoys economic theory or any parent who has a child who is struggling with micro-economic theory. I can't wait for Volume 2!!!! MonSydney, Australia

If you want to be introduced into the world of microeconomics, this is the perfect book. It's fun and easy to read. I loved it! The book arrived in excellent conditions, like new.

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