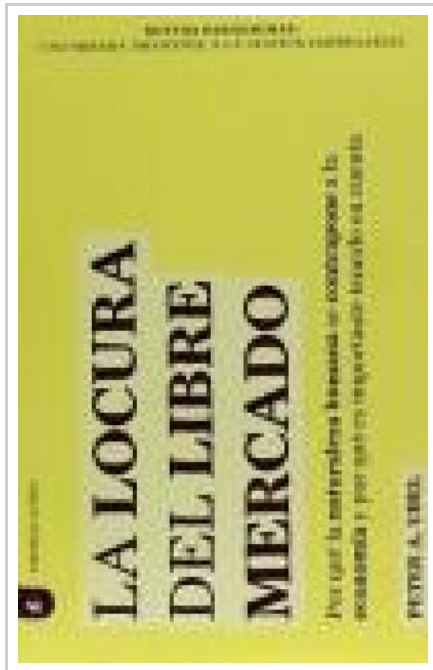




La locura del libre mercado : por qué la naturaleza humana se contrapone a la economía y por qué es importante tenerlo en cuenta

By Ubel, Peter A.

Empresa Activa, 2009. soft. Book Condition: New. Descripción: 22x14cm. Encuadernacion:Rustica. Coleccion:Nuevos paradigmas. Por qué la naturaleza humana se contrapone a la economía y por qué es importante tenerlo en cuenta Los seres humanos no somos seres enteramente racionales: fumamos a pesar de que sabemos que nos puede provocar cáncer, pedimos créditos que exceden nuestra capacidad de pago. Vivimos a horas de nuestro lugar de trabajo a pesar de que decimos que el tiempo es nuestro bien máspreciado. Con demasiada frecuencia nuestro subconsciente nos lleva a actuar en contra de lo que más nos conviene. A pesar de ello, la economía del libre mercado está basada en la presunción de que los seres humanos actúan siguiendo lo que más conviene a sus intereses. En este libro, el médico y experto en análisis de la conducta humana Peter Ubel , argumenta que hay sectores en que no se puede dejar que la naturaleza humana quede sujeta a la reglas del libre mercado y que por lo tanto una buena política económica debe intervenir de alguna manera en aquellos sectores donde el mercado puede abusar y explotar nuestras debilidades como seres humanos, llegando a causar grandes crisis como las que actualmente estamos...



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