

The <insert name here> Economy

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East Economics

I am sure that the power of vested interests is vastly exaggerated compared to the gradual encroachment of ideas. Not, indeed, immediately, but after a certain interval....soon or late, it is ideas, not vested interests, which are dangerous for good or evil. J.M. Keynes¹

Something big is coming. The old rules no longer apply. Governments, academics, businessmen and economists, particularly economist, have failed to notice the fundamental change that is about to turn their world on its head. What is this change? What is going to be the new economic paradigm for the new millennium? Take your pick.

There is a lively market in attempts to reinvent, replace, re-cut and brand a new <insert name here> economy. While even mainstream economics brands itself “neo” classical, the frequently efforts to replace it are enough to make a marketing executive blush.

This paper notes the proliferation of <insert name here> economy concepts: the key areas from which these ideas, papers and books have sprung; common themes across these land grabs for the intellectual central stage of economic life - invariably by non-economists; and, reflections on the questions this practice raises for mainstream economics.

While certain to be overlapped by other <insert name here> concepts as they emerge, the paper also forecasts that a climate change based Carbon Constrained Economy will move past <insert name here> status to become part of mainstream economics.

<insert name here> Economy Spotting

Unfortunately, once you start, noticing <insert name here> economies is habit forming. *Appello venalicium animadverto!* Like a Harry Potter curse you find them popping up everywhere. Their natural breeding grounds are business and technology magazines and popular non-fiction publishers. The Harvard Business School Press is a fertile area. In print simultaneously HBSP has titles on the Experience Economy, the Attention Economy, the Knowledge Economy, the New Economy, the Network Economy² and the Misunderstood Economy.

The Harvard Business Review also regularly picks <insert name here> economy titles for its business book reviews as do mainstream magazines such as *The Economist*, *New Scientist* and *Fortune*. Major pretenders to the <insert name here> economy throne can also be sighted, if you're quick, in better bookstores and, if you're patient, remaindered in discount stores. The market for these ideas, for good or evil, is open, competitive and active. But before examining <insert name here> economies further it is worth setting out what distinguishes them from the normal mainstream economy.

At essence an <insert name here> economy is an attempt to replace the existing moribund economy with something new. Not a subset sitting inside or alongside the old but a substitute. But, while creating new paradigms is to be encouraged to progress science beyond the

¹ Keynes (1936)

² This one at least is Shapiro's and Varian's (1998) excellent critique of IT hubris.

marginal improvements of “normal” science, the glut of competing paradigm shifts in economics seems excessive.³

The problem of <insert name here> *economies* is not their paradigm shifting aims, or even their number, but their quality. In general, the proposed new paradigm is a combination of marketing puffery and pseudoscience built around a novel observation, anomaly, technology or trend. Common characteristics are:

- a lack of understanding of the mainstream economy they intend to replace⁴
- a lack of historical background – the present and future are more astounding when seen without reference to lessons of the past⁵
- a lack of evidence beyond anecdote and selective observation, and an absence of statistical or mathematical support
- a narrow world view – “*it’s the internet, stupid*”, “*it’s hydrogen, stupid*” “*it’s attention, stupid*” which ignores or downplays the value of the complex interrelationships within the larger economy and existing everyday products. Anything beyond the authors’ special interest area is trivial.

It is not that the creators of <insert name here> *economies* are necessarily unintelligent or deliberately deceptive: it is their narrow view that leads them into the realms of pseudoscience.

“Smart people believe weird things because they are skilled at defending beliefs they arrived at for non-smart reason”⁶

As well as using a pseudoscience approach, coining a unique and catchy name appears to be important part of the genre. This may be due to the uncertain boundaries around new concepts.⁷ More likely, the proliferation of titles reflects their authors’ attempt to stake out ownership of a new paradigm through naming rights. These titles can be grouped around four themes:

- *Computers and the Internet*
- *Humanist*
- *Environmental and Energy*
- *Global, Chaos and Other*

In practice, almost regardless of the title, an <insert name here> *economy* will attempt to dragoon concepts across all the four areas to help distance its newness from the flaws, oldness and dullness of the mainstream economy.⁸

³ The attached list containing 72 titles is representation but not exhaustive.

⁴ They differ from heterodox economists arguing from “outside the tent”, see Fullbrook, (2004), who nevertheless understand what the tent is.

⁵ See Gordon (2000), Mokyr (2002) and Standage (1999) on historical lessons.

⁶ Shermer (2002)

⁷ A similar issue has emerged for the illegal or uncounted section of the economy, variously the shadow, black, informal, unofficial, irregular, subterranean, unobserved, or second economy. However, these “black” economy terms fail to qualify for <insert name here> status as they are content to explore this subterranean world as a subset of the mainstream economy not as competitors.

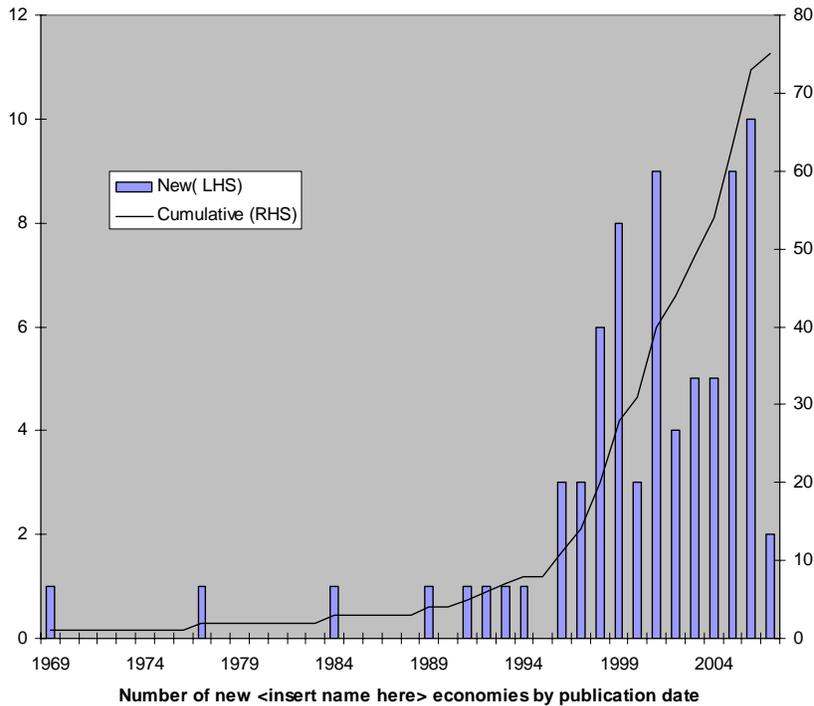
⁸ The terms mainstream and neoclassical economy are used in this paper to cover what are often called by proponents of alternatives the capitalist, market or free market economy.

The “Computers and the Internet” Economy

First named by Veblen in 1900, the term “Neo” classical economics passed through the “newness” of the Keynesian revolution to meet its first of *<insert name here> economy* in 1968.⁹ As Bill Gates celebrated his 13th birthday, management guru Peter Drucker titled one of the chapters of his book *The Age of Discontinuity; Guidelines to Our Changing Society* the Knowledge Economy.¹⁰

Containing insightful ideas for its time about the changing nature of work, the concepts of the “knowledge worker” and “knowledge economy” helped build Drucker’s reputation and established him as the management guru’s guru. This set the benchmark for other *<insert name here> economies* to follow and spawned a gaggle of offspring.¹¹ Nevertheless, neoclassical economics seems to be hanging on despite an obituary by Colander in 2000 and the stream of competitors shown in the graph below.

After Drucker's Knowledge Economy



⁹ Harris (1947) is an early reference to the new economics, and see Colander (2000) for both the reference to Veblen and comment on the health of neoclassical economics.

¹⁰ Drucker (1968)

¹¹ A Google of “knowledge economy” produced 1.6 million hits, large but not earth shattering when compared to 61 million for Paris Hilton, and 114 million for chocolate. The graph above is based on the list attached at the end of this paper.

For a period in the dot.com bubble of 1995–2001 share prices inflated IT industry egos along with company valuation and supported a belief that *“it’s the web, stupid”* and old economic theories no longer apply.

While ostensibly about knowledge the group morphed from Ducker’s original concepts and is fundamentally about computers and communications technologies.¹² The group took a battering in the dot.com bust but belief in the ideas has survived even when most of the dot.coms did not.

A non-exhaustive list includes the: Knowledge, Next, New Demand, Knowledge Based, Connected, Global Internet, Information, New Ruthless, Digital, Network, Weightless, Internet, Freedom and Broadband economies. Also included are the E-economy and Webonomics. Meanwhile, the terms e-commerce and e-business have evolved to describe actual current practices rather than a particular theory or idea.¹³ Even though these ideas and practices are becoming mainstream, and are the subject of sound mainstream economic analysis, proponents still see them as revolutionary substitutes which require a new sort of economics to be understood.

A sample of the *Computers and the Internet* economy approach can be found in McKeown (2002):

*“As we move into the twenty-first century, we also are moving quickly into the networked economy. Whereas the industrial economy was built on producing goods by leveraging human strength with machines, the networked economy will be built on producing services by leveraging human knowledge with computers and connectivity. The networked economy will be characterized by rapidly changing market conditions and methods of commerce. It will also require organisations to concentrate on improving their organisational productivity rather than worrying about personal productivity.”*¹⁴

While not the most extreme statement to be found, it foresees goods (food, shelter and clothing) being bypassed in favour of leveraged human knowledge services. Perhaps the best counter to such hubris is six words by Shapiro and Varian:

*“Technology changes. Economic laws do not.”*¹⁵

The “Humanist” Economy

While the first group of *<insert name here> economies* are fundamentally technology based the second are people based utopias and dystopias. It is likely that this group are filling a niche left by the fall of communism and the widespread adoption of market based policies. As Coyle (2007) notes:

While they don’t always make this critique explicit, those trained in other disciplines believe economics is too narrow in its focus, caring only about money: too dry and robotic about its view of human nature: too reductionist in its methodology. What’s more, I think there’s also a widespread fear that the influence of economists,

¹² This scope creep is also reflected in computer departments which moved over time from being called Data Processing (DP) to Electronic Data Processing (EDP) then Information Technology (IT) and then Knowledge Management (KM) in a path focused achieving the acronym GD for Global Domination.

¹³ The e naming phenomena is recognized to have lingering well past its use by date, see Webber (2001) *Enough is Enough*.

¹⁴ The paragraph is from the preface of *“Information Technology and the Networked Economy”* a full colour glossy 391 page book. I found it languishing unloved at ‘Discount Books’, marked down from \$34.95 to \$1.95 and as the salesman remarked, “You can’t get a coffee for that”.

¹⁵ Shapiro and Varian (1999)

*perceived to be on the march, has actually been changing the world and making it more like the arid, calculating and uncaring domain of Economic Man.*¹⁶

While the group may lack a clear observable central trend, such as rising internet traffic, Moore's law or global trade growth, they are unified by a belief that things *ought to* operate differently. In some cases they hold that things already do operate differently (you and I have been too slow to notice) or at least will shortly. Not comfortable with the neoclassical split between positive and normative approaches the two become intermingled and muddled. Under this rainbow umbrella can be found the: Support, Deep, Joyless, Chrysalis, Caring, Contingent, Attention, 24/7, Perverse, Experience, High-entropy, Hallucinating, Abstracted, Judas, Learning, Spiritual, Libidinal, and Sharing economies.

A sample from *The Support Economy*¹⁷ (according to the book's website "*Selected as one of the top ten business books for 2003 and first in its category (values) by Strategy+Business Jan 2004*") is:

People have changed more than the business organisations upon which they depend. The last fifty years have seen the rise of a new breed of individuals, yet corporations continue to operate on the logic invented at the time of their origin, a century ago. The chasm that now separates individuals and organisations is marked by frustration, mistrust, disappointment and even rage. It also harbours the possibility of a new capitalism and a new era of wealth creation."

Underlying this kind of approach is a fundamental objection to *Homo Economicus* and the workings of markets. This is not the way the world should work. Objections to the impersonality of economics assumptions of rationality, reliance on free trade and market forces markets are interwoven with either technology championing and/or phobia. They are in good company in wanting something better.

Capitalism ...is not a success. It is not intelligent, it is not beautiful, it is not just it is not virtuous - it does not deliver the goods. In short, we dislike it, and we are beginning to despise it, but when we wonder what to put in its place, we are extremely perplexed.

John Maynard Keynes¹⁸

Unfortunately, the humanist economy replacements leave us no less perplexed.

The "Environmental and Energy" Economy

The environmental and energy grouping has roots in the late 60s Club of Rome's "*Limits to Growth*" report and the energy crisis of the 70s. It differs from its counterparts by having at its core major issues which have been generally well recognised, acknowledge and incorporated within the economic mainstream.¹⁹ Nevertheless, new versions continue to appear in a spectrum from holistic deep green thought to more pale lime attempts to take petroleum's place in the 21st century (eg hydrogen, ethanol and methanol economies).

Most recently, climate change and the perception that Hubbert's peak in oil production has past has spurred a fresh set of tiles. Contenders in the area include; Carbon, Low-Carbon, Carbon-Constrained, Circular, Hydrogen, Solar, Solar-Hydrogen, New Economy of Nature, Eco-Economy, Bionomics, Green, New Energy, Methanol and Ethanol economies.

¹⁶ Coyle (2007)

¹⁷ Zuboff and Maxmin (2004)

¹⁸ Keynes (1933)

¹⁹ It may even be possible to argue its in Marshall.

Oil and its future loom large in these concepts but at heart this group is about the failure of markets to recognise and correctly price environmental externalities. Slower to develop than its knowledge economy cousins, it has taken off as major environmental groups have shifted from opposing market mechanisms to embraced (at least in part) market incentives to achieving their aims - particularly on climate change.

While these approaches have been open to criticism in the past for favouring dogma over evidence²⁰, the latest Intergovernmental Panel on Climate Change reports are compelling and backed by rigorous “normal” science. Doubts remain in some areas but the mood has shifted.

*As difficult as it is for economists and metrologists to predict the future they are still better at it than tealeaf readers and sheep’s liver diviners.*²¹

Governments are reacting to the advice of metrologists and economists by proposing market based responses to climate change, with cap and trade carbon schemes most prominent, first regional in developed nations and then globally. Beyond this the Chinese government has announced a circular (recycling) economy policy as rapid economic growth has left it severe environmental problems.

With mainstream scientific support and major government policy responses imminent, the concept of a Carbon-Constrained economy is in the process of being subsumed into to the mainstream.

The “Global, Chaos and Other” Economy

The final group is a catch-all category. In some ways these could have been incorporated elsewhere but have oddities of their own and include: Interlinked, Borderless, Self-Organising, SUV, Associational, Butterfly, Parecon, Economia, Physioeconomics, Casino, and Restoration economies.

A common theme within these is the Global economy. Not the world economy as the sum of national economies or the areas traditionally covered by international economics, but a new and dangerous beast which is interlinked, networked, subject to non-linear responses and foreign to boot. Under this heading also come odd topics like the SUV economy which, despite the malleability of economic concepts to almost any issue²², appear to lack a compelling logic to be thought of as a suitable sort of economy at all.

This grouping would be larger but the anti-globalisation movement tends to focus on being anti things in general rather than pro a particular substitute.²³

There is an old joke that all you need to be an economist is a pen and a bit of paper – and all you need to be a good economist is a pen a piece of paper and a waster paper basket. In the absence of sound underpinnings in economic theory and without the filter of peer review most <insert name here> would-be economists could benefit from bigger wastepaper baskets.

Dispatches from the mainstream

Finally, it is not possible to leave this topic without mentioning the success of *Freakonomics*.²⁴ Combining quirky examples of economic concepts from the 2003 John Bates Clark Medal winning economist Levitt with the polished prose of financial journalist Dubner

20 See Lomborg (2001) and McMahon (2006)

21 Shermer (2002)

22 It was spotting a reference to the SUV economy combined with the schizophrenic multiple economies of the Harvard Business Press that prompted this article. See Covicks (1974) for an example of the skilled adoption of economic concepts to an issue that befuddles normal minds.

23 See Klein (2000)

24 Levitt and Dubner (2005)

it has been a surprise publishing success. Part of the mainstream rather than a substitute, it has already spurred a fresh batch of insert-name-here-onomics of which wikinomics appears to be an early example. In its wake has also come *Gittenomics* by economics editor of the Sydney Morning Herald Ross Gitten and *Ozonomic* by LSE economist Andrew Charlton - a critique of what the book calls *Howardonomics*.

The success of *Freakonomics* is particularly notable because it is so rare. The field of good popular economics titles is remarkably thin.²⁵

Almost two decades ago publisher Donald Lamm attempted to explain the failure of economists to produce good books for laymen by listing six lessons. While noting most trends in book publishing “*have a shelf life of fewer than twenty four hours*”²⁶ his lessons are holding up well:

*Lesson #1 Economists are prone to burn their intellectual bridges.*²⁷

*Lesson #2 Books written for the common reader often pander to Econophobia.*²⁸

Lesson #3 In their preference for mathematical models over prose arguments, description and analogy, economists short change the humanistic side of their discipline.

Lesson #4 Most economists leave the big issues to others, whether inside or outside the economy.

Lesson #5 Journal articles and monographs aside, the natural market for most ideas in economics....is the textbook.

Lesson #6 Publishers have done a poor job of inciting economists to express their opinions at book length.

Overlaying these lessons are three other factors. Firstly, incentives are lacking for economists to spread or defend popular economic ideas. Secondly, even if incentives existed, economic training leads to the assumption that in a competitive market for ideas the best ideas will naturally prevail. Thirdly, where a general consensus is reached economic ideas are generally taken out of circulation (unless they make it into already dense textbooks). Within the profession a form of Gresham’s law operates where robust ideas, once agreed, are not promulgated publicly because debate and attention shifts to areas of contention. Agreement breeds silence.

As a result, the economic mainstream does not produced regular despatches for the general reader. Economists’ insights into the ordinary business of life are not shared with ordinary people going about their ordinary business. The vacuum created is left for others to fill.

The <insert name here> Economy - So What?

Production of <insert name here> *economies* continues to run at around half dozen new titles a year, with no sign of a slowing. So what does this mean, if anything, for mainstream economics?

On the demand side why, when developed economies - and by implication the neoclassical economic approach - are performing well, is there such a ready appetite for substitutes? It may be merely a thirst for novelty. It may be an attempt to escape from a hard nosed and unpalatable economic reality which neoclassical economic presents. It may be interest created

25 Coyle’s *Sex, Drugs and Economics* and Harford’s *The Undercover Economists* are good examples.

26 Lamm (1989)

27 In that economist’s neglect of the classic books in economics and limited study of the history of economic thought leaves them without weapons to repel competitors. See King (2007) for a health check on HET.

28 Unlike the passionate enthusiasm of the physical scientists, economists are often defensive rather than positive about their field and focus more on areas of difference than consensus.

by media reporting, particularly pronouncements of financial market economists. Whatever the reason a demand exists and it is normal neoclassical practice to take preferences as given and not challenge the wishes of consumers. The problem is more likely on the supply side.

On the supply side the frequent attempts at naming and owning a “new” economy can be seen as encouraging for economists. Anecdotally, the term “economy” is holding its own or pulled ahead of “age”, “nation”, “world” and “society” as the desirable framework for packaging attempts at a paradigm shift. Even if this is simply following the money, it suggests that ascribing economic relevance is seen as an important element to the selling of new ideas. With so many trying there must be some cachet or marketing advantage from wrapping a concept around the economy. Unfortunately, such ideas encroach into the economist’s field and once entrenched may prove hard to shift.

The recent success of *Freakonomics* shows that, if well presented and marketed, mainstream economics can meet the demand currently filled by <insert name here> economy concepts. Yet to date <insert name here> economy concepts have had scant competition from offerings from within the economics profession.

It may still be all in Marshall (or the work of his heirs and successors) but no one will know if they’re not told.

References²⁹

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²⁹ Due to the nature of the topic the biography is only selective and <insert name here> titles are listed separately, a fuller list of sources is available from the author on request rsmith@energy.com.au.

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The <Insert Name Here> Economy List

Economy	Area	Source	Author	Publisher	Year
24/7 Economy	Humanist	Working In a 24/7 Economy: Challenges For American Families	Harriet B. Presser	Russell Sage Foundation	2005
Abstracted Economy	Humanist	Long Emergency: Surviving the End of the Oil, Climate Change, and Other Converging Catastrophes of the Twenty-First Century	James Howard Kunstler	Grove/Atlantic, Inc	2006
Associational Economy	Chaos	The Associational Economy: firms, regions, and innovation	P Cooke, K Morgan	Oxford University Press	1998
Attention Economy	Humanist	The Attention Economy: Understanding the New Currency of Business	Davenport. Thomas	Harvard Business School Press	2001
Bionomics	Green	Bionomics: Economy as Ecosystem	Rothschild, Michael	Henry Holt & Company	1992
Borderless Economy	Globalisation	Next Global Stage: Boundless Opportunities in the Borderless Economy	Kenichi Ohmae	Pearson Education	2005
Butterfly economics	Chaos	Butterfly Economics: A new general theory of social and economic behaviour	Ormerod P	Faber & Faber	1998
Chrysalis Economy	Humanist	The Chrysalis Economy: how citizen CEOs and corporations can fuse values and value creation	J Elkington	Capstone	2001
Circular Economy	Green	The Circular Economy in Theory and Practice	Zhang Tainzhu	Tsinghau University	2005
Connected Economy	IT	Blur: The sped of change in the connected economy	Davis .S, Meyer C	Warner	1999
Contingent Economy	Other	The Contingent Economy: The Growth of the Temporary, Part-Time, and Subcontracted Workforce	R.S. Belous	National Planning Association	1991
Copycat Economy	Other	Break From the Pack: How to Compete in a Copycat Economy	Oren Harari	Pearson Education	2006
Digital Economy	IT	The Digital Economy: Promise and Peril in the Age of Networked Intelligence	D Tapscott	McGraw-Hill	1996
Eco-Economy	Green	Eco-Economy: Building an Economy for the Earth	Lester Russell Brown	Norton, W. W. & Company	2001
Economia	Chaos	Economia, New Economic Systems to Empower People and Support the Living World	Davies, Geoff	ABC Books	2004
E-economy	IT	Dream-Biz.com: Design Your Future and Live Your Dreams in the E-Economy!	Burke Hedges	I N T I Publishing & Resource Books	1999
Entrepreneurial Economy	Other	What's New About the New Economy? Sources of Growth in the Managed and Entrepreneurial Economies	Audretsch, David B., Thurik, A. Roy	ERIM Report Series	2003
Experience Economy	Humanist	The Experience Economy: Work Is Theatre and Every Business a Stage	Joseph Pine, James H. Gilmore	Harvard Business School Press	1999
Fat Economy	Other	Why America Has to Be Fat	Michael S. Rosenwald	Washington Post	2006
Flat Earth Economy	Other	Success in the Flat Earth economy	Andy Green	BT Global Services	2006
Friction-Free Economy	IT	The Friction-Free Economy: Marketing Strategies for a Wired World	Ted Lewis	Harper Business	1997

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Economy	Area	Source	Author	Publisher	Year
Global Internet Economy	IT	Creative Destruction: Business Survival Strategies in the Global Internet Economy	Lee W. McKnight, Raul L. Katz, Paul M. Vaaler	Mitt Press	2001
Green Economy	Green	Blueprint for a Green Economy	David Pearce, Anil Markandya, Edward B. Barbier	Earthscan/James & James	1989
Hallucinating Economy	Humanist	Long Emergency: Surviving the End of the Oil, Climate Change, and Other Converging Catastrophes of the Twenty-First Century	James Howard Kunstler	Grove/Atlantic, Inc	2006
High-entropy Economy	Humanist	Long Emergency: Surviving the End of the Oil, Climate Change, and Other Converging Catastrophes of the Twenty-First Century	James Howard Kunstler	Grove/Atlantic, Inc	2006
Hydrogen Economy:	Energy	The Hydrogen Economy: The Creation of the Worldwide Energy Web and the Redistribution of Power on Earth	Jermery Rifkin	Penguin Group	2003
Information Economy	IT	Knowledge Assets: Securing Competitive Advantage in the Information Economy	M Boisot	Oxford University Press	1998
Interdependent Economy	Other	Interdependent Economy: From Political Economy to Spiritual Economy	Liem Giok	iUniverse, Incorporated	2005
Interlinked Economy	Globalisation	Borderless World, Rev Ed: Power and Strategy in the Interlinked Economy	Kenichi Ohmae	HarperBusiness	1999
Internet Economy	IT	Internet Economy: Technology and Practice	S.Y. Choi, AB Whinston	smartecon.com	2000
Joyless Economy	Humanist	The Joyless Economy: an inquiry into human satisfaction and consumer dissatisfaction	T Scitovsky	Oxford University Press	1977
Judas Economy	Humanist	The Judas Economy: the triumph of capitalism and the betrayal of work	William Wolman, Anne Colamosca	Addison-Wesley	1997
Knowledge Based Economy	IT	Building Wealth: The New Rules for Individuals, Companies and Nations in a Knowledge Based Economy	Thurow L	Harper business	1999
Knowledge Economy	IT	The Age of Discontinuity	Drucker P	Heinemann, London	1969
Learning Economy	Humanist	The Learning Economy	B.A Lundvall, B. Johnson	Journal of Industry Studies	1994
Liberal Economy	Other	Just Capital: the Liberal Economy	A Turner	Macmillan	2001
Libidinal Economy	Humanist	The Libidinal Economy	Jean-Francois Lyotard	Indiana University Press	1993

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Economy	Area	Source	Author	Publisher	Year
Moral Economy	Humanist	The Soul of Capitalism: Opening Paths to a Moral Economy	William Greider	Simon & Schuster Adult Publishing Group	2004
Network Economy	IT	Creating Value in the Network Economy	D Tapscott	Harvard Business School Press	1999
Networked Economy	IT	The Delta Project: Discovering New Sources of Profitability in a Networked Economy	Arnoldo C. Hax, Dean L. Wilde	Palgrave Macmillan	2001
New Demand Economy	IT	The Perfect Engine: How to win in the new Demand Economy by building order with fewer resources	Ananda Sharma, Praticia E Moody	The Free Press	1998
New Economy	IT	New Rules for the New Economy: 10 Radical Strategies for a Connected World	K Kelly	Viking Adult	1998
New Economy of Nature	Green	The New Economy of Nature: The Quest to Make Conservation Profitable	Gretchen C. Daily, Katherine Ellison	Island Press	2002
New Energy Economy	Energy	Biodiesel: Growing a New Energy Economy	Greg Pahl	Chelsea Green Publishing	2005
New Ruthless Economy	IT	The New Ruthless Economy: Work and Power in the Digital Age	Simon Head	Oxford University Press	2004
Next Economy	IT	The Next Economy: Will You Know Where Your Customers Are?	Elliott Ettenberg	McGraw-Hill	2003
Open Source Economy	IT	An Open-Source Economy	Vijay Krishna Ramesh	http://opensourceeconomy.org/	2005
Open Source Nano Economy	IT	Globalization and Open Source Nano Economy	Giulio Prisco	Nanotechnology Perceptions	2006
Participatory Economy	Humanist	Parecon, Life after Capitalism, Participatory Economics	Michael Albert	Verso	2003
Personalized Economy	IT	The Personalized Economy	Shoshana Zuboff	CIO	2005
Perverse Economy	Humanist	The Perverse Economy: The Impact of Markets on People and the Environment	Michael Perelman	Palgrave Macmillan	2005
Physioeconomics	Chaos	Physioeconomics: the Basis for the Long-Run Economic Growth	Parker P	MIT Press	2000
ProAm Economy	Other	The Pro-Am Revolution: How Enthusiasts are Changing our Economy and Society	Charles Leadbeater, Paul Miller	Demos	2004
Real New Economy		Death of "e" and the Birth of the Real New Economy: Business Models, Technologies and Strategies for the 21st Century	Peter Fingar, Ronald Aronica, Bryan Maizlish	Meghan-Kiffer Press	2001

The <Insert Name Here> Economy List - continued

Economy	Area	Source	Author	Publisher	Year
Restoration Economy	Other	The Restoration Economy: The Greatest New Growth Frontier: Immediate & Emerging Opportunities for Businesses, Communities & Investors	Storm Cunningham	Berrett Koehler	2002
Self organising Economy	Chaos	The Self Organising Economy	Krugman P	Blackwell	1996
Sharing Economy	Humanist	The Sharing Economy: Solidarity Networks Transforming Globalisation	Lorna Gold	Ashgate publishing	2004
Smart Economy	IT	Smart Economy	Walter Derzko	Forthcoming	2007
Solar-Hydrogen Economy	Energy	Beyond the Age of Fire: The Solar-Hydrogen Economy	Luther W. Skelton	Wiley, John & Sons	1984
Spiritual Economy	Humanist	Interdependent Economy: From Political Economy to Spiritual Economy	Liem Giok	iUniverse, Incorporated	2005
Sprawl Economy	Humanist	Long Emergency: Surviving the End of the Oil, Climate Change, and Other Converging Catastrophes of the Twenty-First Century	James Howard Kunstler	Grove/Atlantic, Inc	2006
Support Economy	Humanist	The Support Economy: Why Corporations are Failing Individuals and the Next Episode In Capitalism	Shoshana Zuboff and James Maxim	Vicking	2002
Sushi Economy	Other	Sushi Economy: Globalization and the Making of a Modern Delicacy	Sasha Issenberg	Sushi Economy	2007
The Methanol Economy	Energy	Beyond Oil and Gas: The Methanol Economy	George A. A. Olah, et al	Wiley, John & Sons	2006
The SUV Economy	Chaos	High and Mighty SUV's: The World's Most Dangerous Vehicles and How They Got That Way	Keith Bradsher	Public Affairs	2002
Two-Income Economy	Other	Miserly Moms: Living on One Income in a Two-Income Economy	Jonni McCoy	Holly Hall Publications	1996
Webonomics	IT	Webonomics: The Nine Essential Principles for Growing Your Business on the World Wide Web	Schwartz. E	Broadway Books World Institute for Development Economics Research	1997
Weightless Economy	IT	The Weightless Economy in Economic Development,	Danny Quah		1999
Wikinomics	IT	Wikinomics: How Mass Collaboration Changes Everything	Don Tapscott, Anthony D. Williams,	Penguin Group	2006
Wired economy	IT	The Wired Economy	http://www.wired.com	Wired magazine	2001

Note: References above have been crosschecked on-line through Barnes and Noble listings. Dates are for first editions or if not specified the earliest listed dates of publication - this may bias results towards later publication dates. Where possible the first listing of a name is referenced and multiple listing of the same name in different contexts is not documented (next and new are particularly prevalent and recurring).

