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## Scarcity: The True Cost of Not Having Enough

By Sendhil Mullainathan, Eldar Sharif

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Scarcity: The True Cost of Not Having Enough, Sendhil Mullainathan, Eldar Sharif, Sendhil Mullainathan, the 'most interesting young economist in the world', and Eldar Shafir, the 'most brilliant psychologist' of his generation, explain the hidden problem behind everything with Scarcity. Why can we never seem to keep on top of our workload, social diary or chores? Why does poverty persist around the world? Why do successful people do things at the last minute in a sudden rush of energy? Here, economist Sendhil Mullainathan and psychologist Eldar Shafir reveal that the hidden side behind all these problems is that they're all about scarcity. Using the new science of scarcity, they explain why obesity is rampant; why people find it difficult to sleep when most sleep deprived; and why the lonely find it so hard to make friends. Scarcity will change the way you think about both the little everyday tasks and the big issues of global urgency. "Stars in their respective disciplines, and the combination is greater than the sum of its parts. Their project has a unique feel to it: it is the finest combination of heart and head that I..."


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