

Contents

1	Introduction	1
2	Economy as society	3
2.1	The maximising economics	4
2.2	Social economics	7
2.3	The individual	18
3	Present as past	23
3.1	The conservative market	25
3.2	The evolution of the optimal	33
3.3	Constitutions and choices	38
4	Society as past	44
4.1	Bounded rationality	45
4.2	Cognitive bias	49
4.3	Performance and productivity	59
5	People and things	65
5.1	Signals and symbols	66
5.2	Habits and customs	75
5.3	The freedom of choice	87
6	Benevolence	95
6.1	Altruism and interest	96
6.2	The gift relationship	101
6.3	Gifts and groups	108
7	Malevolence	119
7.1	The destruction motive	120
7.2	Market and malevolence	125
7.3	The political economy of other people	131
8	Needs and wants	140
8.1	Happiness and wealth	142
8.2	The hierarchy of needs	151
8.3	Anthropocentric economics	162

9	The demand to supply	171
9.1	Work and need	172
9.2	Intrinsic motivation	179
9.3	The supply motive	185
10	Organisational order	195
10.1	X-efficiency	196
10.2	Organisational memory	203
10.3	The network as social capital	210
11	Organisational cost	224
11.1	Entrepreneurs and bureaucrats	225
11.2	Contract and command	228
11.3	Markets and hierarchies	241
12	Conclusion	250
	<i>Bibliography</i>	253
	<i>Index</i>	266