

Systemic Principles of Applied Economic Philosophies I

Producers, Consumers, and the Firm

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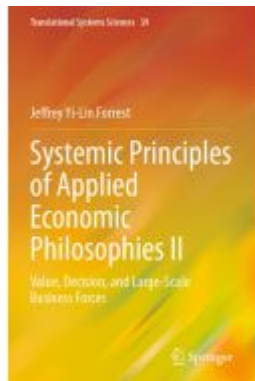
Details

The objective of this book is to answer the calls from front-line managers, entrepreneurs, and scholarly researchers to reconstruct the theories of economics and business. Their request is for new theories to be more relevant to real life than the now-prevalent ones. To provide that answer, the book proposes to develop elementary postulates at the level of the four natural endowments of a business firm or an individual: self-awareness, imagination, conscience, and free will. Then, conclusions based on these postulates can be established through logical reasoning. On this realistic footing, the book employs the concepts, methodology, and logical reasoning of systems science to answer a full list of theoretically and practically important questions. Those queries involve such topics as rationality, the meanings of optima and choices of optimization methods, the relationship between micro- and macro-phenomena, consumption preferences, and utility representations.

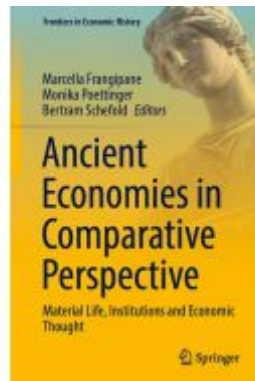
The target audience of the book includes graduate students and scholarly researchers, particularly those who look for opportunities to develop new territories in the world of economic and business knowledge. The book also aims at front-line decision-making managers and entrepreneurs who seek sounder theories than the commonly available ones on which to base their critical decisions. By competently employing the systemic intuition-yoyo model, graduate students, scholarly researchers, decision-making managers, and entrepreneurs can attain new conclusions. In addition, they will gain insightful understanding of market signals without unnecessarily expending other resources of limited availability.

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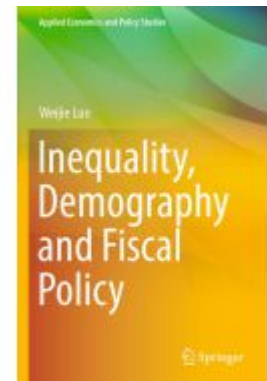
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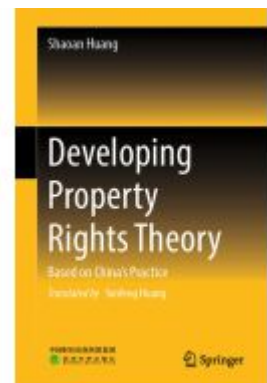
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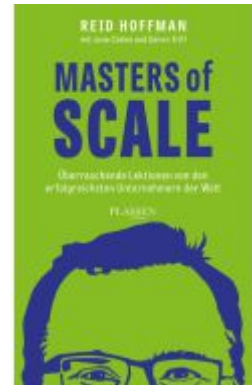
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