

Really Interesting Take on Economics

Jeff Kikel

October 21, 2024

[BOOK REVIEW]



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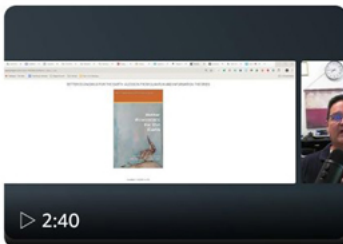


Jeff Kikel



Really Interesting Take on Economics - PLEASE CHOOSE A DIFFERENT COVER

Reviewed in the United States on October 21,
2024



If you're looking for a fresh take on solving our planet's environmental issues, "Better Economics for the Earth" by Vuong and Nguyen is a must-read. This book is not just another dense economic text; it's a riveting exploration into how quantum physics and information theory can totally transform our approach to economics, making it more suited to tackle today's ecological crises.

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Screenshot. Review of “Better Economics for the Earth” by Jeff Kikel on Amazon. Reviewed in the United States on October 21, 2024 [1].

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The authors start by breaking down the flaws in classical economics—mainly its knack for simplifying things way too much and overlooking how deeply connected our natural systems are. According to them, this old-school way of thinking is partly why we're in such environmental trouble. They make a convincing case that to truly understand and fix these problems, we need a new framework.

And that's where things get really interesting. They introduce ideas from quantum physics, like superposition and entanglement, which sound like they're straight out of a sci-fi movie but actually offer a deeper insight into how everything in nature is interconnected. They also dive into information theory, explaining how it helps us understand the flow and value of resources in ways classical economics can't.

One of the coolest concepts they discuss is “quantum value.” It's a radical shift from viewing value just in monetary terms or individual benefits. Quantum value is all about looking at things as interconnected parts of a whole, where the sum is greater than its parts and can lead to outcomes we couldn't have predicted or measured directly.

Throughout the book, Vuong and Nguyen don't just stick to theory; they lay out how these ideas could change the way we handle big problems like climate change and sustainable development. They believe that with this new economic lens, policymakers can craft smarter, more effective strategies that are truly sustainable.

“Better Economics for the Earth” is an enlightening read that challenges you to rethink economics and its role in our environmental future. It's written in a way that's engaging and understandable, even if you're not an economist. For anyone curious about innovative solutions to some of the biggest challenges facing our world, this book is an eye-opener and a beacon of hope.

(*) *Note:* This column reprints Kikel's review appearing on the Amazon page of the title [2], with some light edits for clarity and fitting our house style.

References

[1] Kikel J. (2024, October 21). Really Interesting Take on Economics. <https://www.amazon.com/gp/customer-reviews/R3PR6JWBQ46UQJ/>

[2] Vuong QH, Nguyen MH. (2024). *Better Economics for the Earth: A Lesson from Quantum and Information Theories*. <https://www.amazon.com/dp/B0D98L5K44>

