

7 principles of economic thinking

7 Principles of Economic Thinking: Unlocking the Framework of Decision-Making

7 principles of economic thinking form the backbone of how individuals, businesses, and governments make choices in a world of limited resources. Whether you're deciding what to buy at the grocery store or shaping policies that impact millions, these principles offer invaluable insights into understanding incentives, trade-offs, and the ripple effects of decisions. By grasping these core ideas, anyone can sharpen their ability to analyze economic problems and make smarter choices.

Let's dive into each of these foundational principles, exploring how they shape economic behavior and why they remain relevant in our daily lives.

1. People Face Trade-offs

At the heart of economics lies scarcity: there are never enough resources to satisfy every desire. This means every choice involves a trade-off. When you decide to spend your evening watching a movie, for example, you trade off the opportunity to read a book or socialize with friends. For governments, allocating funds to healthcare might mean less investment in education.

Understanding trade-offs encourages us to think critically about what we're giving up when we make decisions. This principle highlights the importance of prioritizing and recognizing that every action has an opportunity cost—the value of the next best alternative foregone.

Opportunity Cost: The Silent Influencer

The concept of opportunity cost is closely tied to trade-offs. It's not just about the money spent but also about what you miss out on by choosing one option over another. For instance, a student choosing to attend college faces the opportunity cost of foregone wages during those years. Recognizing opportunity costs helps individuals and organizations evaluate the true cost of their decisions beyond mere price tags.

2. The Cost of Something Is What You Give Up to Get It

This principle dives deeper into the idea of opportunity cost. Every decision carries a cost, often hidden or indirect. When businesses invest in new technology, the cost isn't only the purchase price but also what else could have been done with that money—such as hiring more staff or marketing.

A practical example is the time you spend learning a new skill. The "cost" includes not just course fees but also the leisure time or work hours you sacrifice. By appreciating this principle, we become more mindful of the full spectrum of costs involved in our choices.

3. Rational People Think at the Margin

Economic thinking encourages us to consider marginal changes—small, incremental adjustments rather than all-or-nothing decisions. Rational individuals weigh the additional benefits and costs of a little more or a little less of an activity.

For example, a factory manager deciding how many units to produce will evaluate the marginal cost of producing one more item against the marginal revenue it generates. If the extra item costs less to make than the revenue it brings, producing it makes sense.

This principle helps avoid extremes and fosters a balanced approach to decision-making, emphasizing continuous evaluation rather than rigid plans.

4. People Respond to Incentives

Incentives are powerful drivers of human behavior. Whether they come in the form of rewards, penalties, or social recognition, incentives shape how people act. Tax breaks encourage businesses to invest; fines discourage littering; bonuses motivate employees to perform better.

Understanding incentives allows policymakers to design better systems that nudge individuals toward desired outcomes. It also helps individuals recognize how their own behavior might be influenced by external factors, leading to more conscious choices.

5. Trade Can Make Everyone Better Off

Trade is fundamental to economic prosperity because it allows people and nations to specialize in what they do best. Instead of trying to produce everything themselves, individuals and countries can exchange goods and services, increasing overall efficiency and wealth.

Think about how you might trade your homemade baked goods for a friend's gardening skills. Both of you benefit by focusing on your strengths and sharing the results. On a larger scale, international trade enables countries to access a wider variety of products at lower costs.

Recognizing the benefits of trade also helps in understanding debates around tariffs, globalization, and economic integration.

6. Markets Are Usually a Good Way to Organize Economic Activity

One of the marvels of economics is how markets coordinate countless individual decisions to allocate resources efficiently. Prices act as signals that convey information about scarcity and demand, guiding producers and consumers.

In a well-functioning market, businesses produce goods that people want at prices they are willing to pay, while resources flow to their most valued uses. This decentralized decision-making often outperforms centralized planning by governments.

However, markets are not perfect. Understanding when markets fail—due to externalities, public goods, or monopolies—is crucial for weighing when and how government intervention might improve outcomes.

7. Governments Can Sometimes Improve Market Outcomes

While markets are powerful, they don't always lead to socially optimal results. Externalities, such as pollution, impose costs on third parties that markets don't account for. Public goods like national defense are underprovided by private markets because people can benefit without paying.

Governments can step in to correct these market failures through regulations, taxes, subsidies, or direct provision of services. For instance, imposing a carbon tax internalizes the environmental costs of pollution, encouraging cleaner production methods.

This principle underscores the delicate balance between free markets and government involvement, highlighting the importance of well-designed policies that enhance economic welfare.

Applying the 7 Principles of Economic Thinking in Everyday Life

These principles aren't just academic concepts; they're practical tools for navigating everyday economic decisions. Whether budgeting your household expenses or choosing a career path, keeping these ideas in mind can clarify the costs and benefits involved.

For example, when deciding whether to take a new job, consider the trade-offs (location, salary, work-life balance), the opportunity costs (what you're giving up), and the incentives (bonuses, career growth). Thinking at the margin might involve negotiating a slightly higher salary or better benefits.

In business, understanding incentives and market dynamics can help craft strategies that respond to consumer needs and regulatory environments effectively.

Tips for Developing Economic Thinking

- **Ask “What’s the trade-off?”** to identify what you’re giving up with each choice.
- **Consider opportunity costs** beyond just monetary expenses.

- **Think incrementally** by evaluating marginal benefits and costs.
- **Analyze incentives** that influence your behavior and others' actions.
- **Stay open to trade** and cooperation for mutual gain.
- **Learn how markets work** and when government intervention is needed.

By cultivating these habits, you can enhance your economic literacy and make decisions that lead to better outcomes for yourself and your community.

Exploring the 7 principles of economic thinking reveals a framework that's both elegant and practical. They provide a lens through which the complexities of choices, costs, and consequences become clearer, empowering you to navigate the economic landscape with confidence and insight.

Frequently Asked Questions

What are the 7 principles of economic thinking?

The 7 principles of economic thinking are: 1) People face trade-offs, 2) The cost of something is what you give up to get it, 3) Rational people think at the margin, 4) People respond to incentives, 5) Trade can make everyone better off, 6) Markets are usually a good way to organize economic activity, and 7) Governments can sometimes improve market outcomes.

Why is the principle 'people face trade-offs' important in economics?

This principle highlights that making decisions requires trading off one goal against another because resources are limited. Understanding trade-offs helps individuals and policymakers prioritize and make better economic choices.

How does 'thinking at the margin' influence economic decisions?

Thinking at the margin means considering the additional benefits and costs of a little more or a little less of something. This approach helps rational people optimize decisions by evaluating the incremental changes rather than all-or-nothing choices.

In what ways do incentives impact economic behavior according to the principles of economic thinking?

Incentives influence people's behavior by encouraging or discouraging certain actions. When costs or benefits change, individuals and firms adjust their behavior accordingly, which is fundamental in predicting economic outcomes.

How can governments improve market outcomes as suggested by the 7 principles?

Governments can improve market outcomes by addressing market failures such as externalities, providing public goods, enforcing property rights, and regulating monopolies to ensure efficient and equitable economic activity.

Additional Resources

7 Principles of Economic Thinking: A Professional Overview

7 principles of economic thinking form the foundation for understanding how individuals, businesses, and governments make decisions in the face of scarcity. These principles serve as a lens through which economists and decision-makers analyze choices, trade-offs, incentives, and the consequences of economic behavior in various contexts. As economic issues become increasingly complex amid globalization and technological advancement, revisiting these core tenets provides clarity and insight into market dynamics and policy impacts.

Understanding the Core 7 Principles of Economic Thinking

Economic thinking revolves around a set of guiding concepts that help explain human behavior in resource allocation and decision-making processes. The 7 principles of economic thinking are instrumental in dissecting how choices are made under constraints, the role of incentives, and the evaluation of costs and benefits. These principles also illuminate the ripple effects decisions can have on broader economic systems.

1. People Face Trade-offs

At the heart of economic thinking is the recognition that resources are limited, compelling individuals and organizations to make trade-offs. Every decision involves a sacrifice of one opportunity for another, often framed as "guns versus butter" in macroeconomics or time spent working versus leisure in microeconomic contexts. Understanding trade-offs helps economists predict behavior and prioritize needs effectively.

2. The Cost of Something Is What You Give Up to Get It

Known as opportunity cost, this principle underscores that the true cost of any decision is the value of the next best alternative foregone. For example, when a government allocates funds to healthcare, it implicitly forgoes investment in education or infrastructure. Recognizing opportunity costs is crucial for making informed choices that maximize value and efficiency.

3. Rational People Think at the Margin

Economic agents typically make decisions by comparing marginal benefits and marginal costs. Marginal thinking involves evaluating the additional impact of a decision rather than a wholesale assessment. For instance, a manufacturer might analyze whether producing one more unit of a product will increase profit, rather than considering total production costs alone. This principle captures the incremental nature of many economic decisions.

4. People Respond to Incentives

Incentives—whether monetary, social, or moral—significantly influence behavior. Changes in prices, taxes, or subsidies can alter consumption and production patterns. For example, higher cigarette taxes often reduce smoking rates, illustrating how incentives can promote desired outcomes or discourage harmful activities. Policymakers frequently leverage this principle to design effective economic interventions.

5. Trade Can Make Everyone Better Off

Trade enables specialization and comparative advantage, allowing individuals and nations to focus on activities where they have efficiency gains. This principle challenges the misconception that one party's gain is another's loss by highlighting mutual benefits from voluntary exchange. Globalization and international trade agreements underscore the relevance of this principle in fostering economic growth and diversity.

6. Markets Are Usually a Good Way to Organize Economic Activity

Market economies rely on decentralized decisions by households and firms, coordinated through prices and competition. This principle reflects the efficiency of markets in allocating resources and responding to consumer preferences. However, it also acknowledges that markets can fail under certain conditions, such as externalities or information asymmetry, necessitating government intervention.

7. Governments Can Sometimes Improve Market Outcomes

While markets are powerful, certain situations call for policy action to correct failures, ensure equity, or provide public goods. For example, environmental regulations aim to mitigate pollution—a classic negative externality. This principle emphasizes the nuanced role of government in balancing efficiency with fairness and sustainability.

Integrating the 7 Principles into Economic Analysis and Policy

The 7 principles of economic thinking provide a structured approach to analyzing real-world economic issues. By applying these tenets, economists can better understand phenomena ranging from consumer behavior to fiscal policy impacts.

- **Decision-Making Under Scarcity:** Trade-offs and opportunity costs guide individuals and governments in prioritizing limited resources.
- **Behavioral Responses:** Incentives shape how agents react to changes in policy, market conditions, or technological innovation.
- **Market Functioning:** Recognizing when markets are efficient and when intervention is necessary helps optimize outcomes.
- **Global Interactions:** Emphasizing trade's benefits fosters international cooperation and economic integration.

These principles also enhance economic literacy, enabling citizens and stakeholders to critically evaluate policies such as taxation, subsidies, tariffs, and welfare programs.

Comparing Traditional and Behavioral Economic Perspectives

While the 7 principles of economic thinking traditionally assume rational behavior and marginal analysis, emerging research in behavioral economics suggests that real-world decisions may deviate due to cognitive biases or heuristics. For example, individuals might undervalue opportunity costs or respond unpredictably to incentives. Integrating behavioral insights enriches the traditional framework without discarding its foundational value.

Practical Implications for Businesses and Policymakers

Businesses leverage these principles to optimize production, pricing, and investment decisions. Understanding marginal costs and benefits helps firms maximize profits. Likewise, recognizing consumer incentives informs marketing strategies.

Policymakers, on the other hand, utilize economic thinking to design effective regulations and fiscal measures. For instance, applying the concept of externalities justifies pollution taxes, while trade principles support negotiating international agreements.

The Enduring Relevance of the 7 Principles of Economic Thinking

In an era marked by rapid technological change, environmental challenges, and shifting geopolitical landscapes, the 7 principles of economic thinking remain indispensable. They offer a clear framework for dissecting complex decisions and understanding the interplay between individual choices and systemic outcomes. By grounding analysis in these principles, economists and decision-makers can craft strategies that balance efficiency, equity, and sustainability—key objectives in contemporary economic discourse.

7 Principles Of Economic Thinking

7 principles of economic thinking: Canonizing Economic Theory Christopher D. Mackie, 2016-07-11 Historians of economic thought traditionally summarize, critique, and trace the development of existing theory. History of thought literature provides information about the authors, chronology, and relative importance of influential works. Generally missing from the literature, however, are answers to questions about why economic theory exists in its current form: Why have economists chosen the theories they have to represent the discipline's formal content? What are the criteria that determine the value of a theory, or of research in general; and, how have these criteria changed over time? In this insightful and well-written work, Christopher Mackie analyzes how ideas and theories are accepted in economics, from the pre-publication phase to the point at which, once written, a theory enters the accepted body of professional literature. Drawing from economics, the history of science, and philosophy, Mackie shows how both empirical and non-empirical criteria determine how theory will actually evolve.

7 principles of economic thinking: Economic Theory by Taussig, Young, and Carver at Harvard Marianne Johnson, Warren J. Samuels, 2010-12-13 Offering insights into early American economic theory, this title includes essays on how the notes relate to broader economic thinking of the period.

7 principles of economic thinking: Foundations for New Economic Thinking S. Dow, 2012-04-11 New economic thinking is in demand in the light of the recent economic crisis. This book equips the reader with a better understanding of current ways of thinking as well as an awareness of other possibilities, providing the foundations for debate in theory and methodology alongside practical implications for policy.

7 principles of economic thinking: What's Wrong with Keynesian Economic Theory? Steven Kates, 2016-08-26 Possibly the strangest phenomenon in all of economics is the absence of a long tradition of criticism focused on Keynesian economic theory. Keynesian demand management has been at the centre of some of the worst economic outcomes in history, from the great stagflation of the 1970s to the lost decade and more in Japan following the expenditure program of the 1990s. And once again, following the Global Financial Crisis, it is incontrovertible that no stimulus program in any part of the world has been a success, each one having been abandoned as conditions deteriorated under the weight of public sector spending. This book brings together some of the most vocal critics of Keynesian economics. Each author attempts to explain what is wrong with Keynesian theory in ways that can be understood by those seeking guidance on where to turn for a more accurate explanation of the business cycle and on what to do when recessions occur.

7 principles of economic thinking: Essentials of Economics James D Gwartney, Richard Stroup, J. R. Clark, 2014-05-10 Essentials of Economics, Second Edition is a text intended for a

one-term course in economics for college students. It attempts to teach students of the analytic way of studying economics and provides the basics of the concept of political economy and uses this knowledge to explain the choice process in the public sector. The book presents a comprehensive survey of economics. It contains chapters that highlight the importance of the microincentive structure of macroeconomic markets; identifies the determinants of supply, as well as the impact of public policy on those determinants; and presents both adaptive and rational expectations theory. The linkage between production theory and the cost curves faced by the firm; examination of the market structure; and the role of regulation and deregulation are covered as well. Economics students will find the book very useful.

7 principles of economic thinking: The History of Economic Thought Steven G Medema, Warren J. Samuels, 2013-05-29 From the ancients to the moderns, questions of economic theory and policy have been an important part of intellectual and public debate, engaging the attention of some of history's greatest minds. This book brings together readings from more than two thousand years of writings on economic subjects. Through these selections, the reader can see first-hand how the great minds of past grappled with some of the central social and economic issues of their times and, in the process, enhanced our understanding of how economic systems function. This collection of readings covers the major themes that have preoccupied economic thinkers throughout the ages, including price determination and the underpinnings of the market system, monetary theory and policy, international trade and finance, income distribution, and the appropriate role for government within the economic system. These ideas unfold, develop, and change course over time at the hands of scholars such as Aristotle, St. Thomas Aquinas, John Locke, François Quesnay, David Hume, Adam Smith, Thomas Robert Malthus, David Ricardo, John Stuart Mill, Karl Marx, William Stanley Jevons, Alfred Marshall, Irving Fisher, Thorstein Veblen, John Maynard Keynes, Milton Friedman, and Paul Samuelson. Each reading has been selected with a view to both enlightening the reader as to the major contributions of the author in question and to giving the reader a broad view of the development of economic thought and analysis over time. This book will be useful for students, scholars, and lay people with an interest in the history of economic thought and the history of ideas generally.

7 principles of economic thinking: Von der Konjunkturtheorie zur Theorie der Konjunkturpolitik Reinhard Vilk, 2013-03-13 Die Zeit der nationalsozialistischen Herrschaft war für Deutschland nicht nur eine politische und moralische Katastrophe, sondern führte auch zu einem Bruch mit vielen wissenschaftlichen Traditionen. Im Bereich der Gesellschaftswissenschaften verlor Deutschland darüber hinaus auch einen großen Teil seiner fliehenden Köpfe. Viele von ihnen emigrierten in die USA. Den Zurückbleibenden wurden, teilweise durch politischen Druck, teilweise aber auch wegen der Kriegswirren, die Arbeitsmöglichkeiten entzogen. Als sich zum Beginn der Nachkriegszeit die Sozialwissenschaften wieder entfalten konnten, waren es hauptsächlich angelsächsische Vorbilder, an die man anknüpfte. Vor allem in der Volkswirtschaftslehre wurden englische und amerikanische Autoren inhaltlich und methodisch zur Richtschnur. Es ist in Vergessenheit geraten, daß die zwanziger und auch noch der Beginn der dreißiger Jahre im deutschsprachigen Raum eine Zeit intensiver wirtschaftstheoretischer und wirtschaftspolitischer Debatten auf hohem Niveau waren. Insbesondere die Österreicher spielten dabei aufgrund der durch die Wiener Schule begründeten Tradition eine herausragende Rolle. Nationalökonomien aus dem deutschsprachigen Raum wie C. Fohler, A.L. Hahn, A. Spiethoff, R. Strigl, E. Wagemann und A. Weber sind aber heute weitgehend vergessen. Andere, wie F. Machlup, L. von Mises, G. Haberler, F.A. Hayek und J.A. Schumpeter konnten sich einen Platz in der Geschichte der Volkswirtschaftslehre erobern, weil sie sich in den angelsächsischen Sprachraum integrierten. Nicht bei allen war das Motiv zur Emigration politischer Art. Hayek und Schumpeter sind noch vor Übernahme der politischen Macht durch die Nationalsozialisten ausgewandert.

7 principles of economic thinking: The History of Economic Thought: A Reader Steven G Medema, Warren J. Samuels, 2004-02-24 This new reader in the history of economic thought is edited by two of the most respected figures in the field. With clearly written summaries putting each

selection into context, this book will be of great use to students and lecturers of the history of economic thought as it goes beyond the simple reprinting of articles. Selections and discussions include such thinkers as Aristotle, John Locke, François Quesnay, David Hume, Jean-Baptiste Say, Karl Marx, William Stanley Jevons, Irving Fisher and Thorstein Veblen. *The History of Economic Thought: A Reader* can be used as a core textbook or as a supplementary text on courses in economic thought and philosophy, and will provide readers with a good foundation in the different schools of thought that run through economics.

7 principles of economic thinking: Money, Time and Rationality in Max Weber Stephen Parsons, 2013-12-19 This unique study into the roots of Max Weber's Political Economy, is an intriguing read and a valuable contribution to the Weberian literature. Parsons argues that Weber's analysis is highly influenced by the Austrian School of Economics and the relationship between his critique of centrally planned economies and that of Mises.

7 principles of economic thinking: A Companion to the History of Economic Thought Warren J. Samuels, Jeff E. Biddle, John B. Davis, 2008-04-15 Assembling contributions from top thinkers in the field, this companion offers a comprehensive and sophisticated exploration of the history of economic thought. The volume has a threefold focus: the history of economic thought, the history of economics as a discipline, and the historiography of economic thought. Provides sophisticated introductions to a vast array of topics. Focuses on a unique range of topics, including the history of economic thought, the history of the discipline of economics, and the historiography of economic thought.

7 principles of economic thinking: German Influences on American Economic Thought and American Influences on German Economic Thought Harald Hagemann, 2017-07-10 Im Zentrum der neun Beiträge stehen die wechselseitigen Einflüsse zwischen dem deutschen und dem amerikanischen wirtschaftswissenschaftlichen Denken. Während die Entwicklung in den Wirtschaftswissenschaften nach dem Zweiten Weltkrieg durch eine zunehmende Internationalisierung gekennzeichnet ist, die in hohem Maße zugleich eine Amerikanisierung ist, war der Wissenstransfer über den Nordatlantik insbesondere zwischen 1871 und dem Ersten Weltkrieg weitgehend in umgekehrter Richtung verlaufen. Eine entscheidende Ursache der Schwerpunktverschiebung liegt in der Zeit des Nationalsozialismus, in der die USA auch in der Volkswirtschaftslehre zum wichtigsten Aufnahmeland für verfolgte und emigrierte Wissenschaftler aus Deutschland und Österreich wurden. Charakteristisch für die zunehmende Dominanz amerikanisch geprägter Wirtschaftstheorie nach 1945 ist der Einfluss der monetaristischen (Gegen-)Revolution auf Geldtheorie und Geldpolitik in den 1970er Jahren.

7 principles of economic thinking: Handbuch Nietzsche und die Wissenschaften Helmut Heit, Lisa Heller, 2013-11-27 Nietzsche ist trotz seiner selbst attestierten Unzeitgemäßheit auch ein Kind seiner Zeit. Seine Philosophie entsteht im Kontext des 19. Jahrhunderts, der Zeit des rasanten Aufstiegs der Naturwissenschaften als Instrumente der praktischen und theoretischen Gestaltung der Welt. Während die Naturwissenschaften zunehmend an kultureller Hegemonie gewinnen, ringen die Geistes- und Sozialwissenschaften um ein entsprechendes disziplinäres Selbstverständnis, aber in allen Feldern zeigt sich eine bemerkenswerte Dynamik. Diese Entwicklungen ziehen massive weltanschauliche Auseinandersetzungen nach sich, um Materialismus, Reduktionismus und Evolution, aber auch um die Möglichkeiten und Aussichten menschlicher Wahrheitserkenntnis. Nietzsches Philosophie steht zeitlich und inhaltlich inmitten dieses Spannungsfeldes und ist von verschiedenen Wirkungslinien beeinflusst. Diese Entwicklungen und ihre Bedeutung für Nietzsches Werk werden hier in 18 Artikeln zu den zentralen Disziplinen wie etwa Medizin und Physik, Philologie und Religionswissenschaft, Ökonomie und Psychologie von ausgewiesenen internationalen Experten erörtert. Ergänzt wird der Band durch einleitende Übersichtsartikel und Indizes.

7 principles of economic thinking: A History of Economic Thought William J. Barber, 2021-02-08 This critical study of the development of systematic economic ideas explores them in both historical and contemporary contexts. Many of the issues that faced economists in the past are still with us. The theories and methods of such men as Adam Smith, T. R. Malthus, David Ricardo,

J.S. Mill, Karl Marx, Alfred Marshall, and J. M. Keynes are often relevant to us today. As the Great Recession taught us in the first decade of the twenty-first century, the history of economic thought can have wide-ranging practical applications. In this volume, Professor William J. Barber assesses the thought of a number of important economists both in terms of the issues of their day and in relation to modern economic thought. By concentrating on the greatest exponents, he highlights the central properties of the four main schools of economic thought—classical, Marxian, neo-classical, and Keynesian—and shows that although each of these traditions is rooted in a different stage of economic development, they can all provide insights into the recurring problems of modern economics.

7 principles of economic thinking: History of Economic Theory T. Negishi, 2014-06-28

This volume aims to interest students of modern economic theory in the history of economics. For this purpose, past economic theories are considered from the point of view of current economic theories and translated, if possible and necessary, into mathematical models. It is emphasized that the currently dominating mainstream theory is not the only possible theory, and that there are many past theories which have important significance to the advancement of economic theory in the present situation, or will have it in the near future. After a brief discussion on the history of economics from the point of view of contemporary economic theory, a bird's-eye view of the historical development of economics is given so that readers can see the significance of topics to be discussed in subsequent chapters in a proper historical perspective. These topics are carefully chosen to show not only what great economists in the past contributed to the development of economics, but also what suggestions for solving our own current problems we can obtain by reworking problems they had to face. The book can be used in advanced undergraduate as well as graduate classes on the history of economics. Mathematical techniques used can easily be understood by advanced undergraduates of economics major, since some models constructed originally by contemporary mathematical economists are carefully reformulated without losing the essence, basic calculus and the rudiments of linear algebra being sufficient for understanding.

7 principles of economic thinking: Economic Theory of Human Resources Amitava

Mukherjee, Asha Kanwar, Amitava Mukherjee, 1996-07

7 principles of economic thinking: Freedom and Happiness in Economic Thought and

Philosophy Ragip Ege, Herrade Igersheim, 2012-04-27 Starting from a distinction made by the American philosopher, John Rawls, in 2000 between two kinds of liberalism, liberalism of freedom and liberalism of happiness, this book presents a range of articles by economists and philosophers debating the most fundamental aspects of the subject. These include the exact significance of Rawls' distinction and how it can be related to European political philosophy on the one hand and to utilitarianism on the other hand; the various definitions of happiness and freedom and their implications and the informational basis of individual preferences. The objectives of the book are twofold: first, it is devoted to a thorough analysis of the founding texts of both liberalisms. It aims to determine the logic of selection of the concepts which these traditions consider as relevant. The Kantian pair Reasonable/Rational can be seen as the basis on which these concepts are defined, our final concern being to reveal the profound relations of complementarity between them: we call it reconciliation. Secondly, we consider a fundamental issue of welfare economics – how to appraise individual preferences – in light of the Rawlsian distinction. It is emphasized that neither a criterion based on liberalism of freedom by itself, nor an evaluation in terms of liberalism of happiness by itself exhausts the question of utility. One must combine both aspects in order to cope with that issue. To do so, it is claimed that one can resort to the concept of metaranking of preferences. All the contributions included in this book are the outcomes of a collective research project of three years. The contributors come from a variety of backgrounds and yet are unified in developing a specific position about freedom and happiness. This book should be of interest to those focusing on the history of economic thought as well as moral, political and economic philosophy.

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