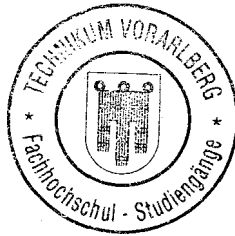


Butterfly Economics

A New General Theory of Social
and Economic Behaviour

PAUL ORMEROD



IV

faber andfaber

Contents

Preface	vii
Introduction,.	ix
1 Living at the Edge of Chaos	1
2 Dedicated Followers of Fashion	11
3 To Catch a Thief	28
4 Family Values	47
5 'Use the Maths, then Burn It'	'59
6 The Illusion of Control	75
7 A Quantitative Quagmire	9i
8 Ups and Downs	103
9 Through a Glass Darkly	121
10 The Wealth of Nations	142
11 To Have and Have Not	152
12 Great Oaks from Little Acorns	165
Conclusion: Less Can Be More	182
Appendix i	193
Appendix 2	198
Appendix 3	200
Bibliography	201
Index	205