

## Bionomics: Economy as Business Ecosystem

A path-breaking and engrossing book, *Bionomics* calls for a fundamental rethinking of economics. In sharp contrast to traditional "economy as machine" thinking — where "economic engines" "jump start" and "fire on all cylinders," *Bionomics* argues that a market economy is best understood as a living, evolving ecosystem. Encoded information — DNA in one realm and technological know-how in the other — is the very essence of both biology and economy. Skillfully weaving vivid stories and examples into a compelling tapestry, the author argues for a profound change in our worldview and a new understanding of how government can and cannot foster prosperity.

**Michael Rothschild** earned his law and MBA degrees simultaneously at Harvard. He began his career in strategic consulting, working in many industries. He lives with his family near San Francisco.

### Some Original Reviews

"Revolutionary...Signals a fundamental shift in the way people should think about economics." —*The Wall Street Journal*

"[A] fascinating mixture of war stories from corporate battles, illustrations from biology, and anecdotes from the history of technology..." —*The Boston Globe*

"*Bionomics* is a stunning interdisciplinary achievement by a brilliantly articulate new advocate of the free market."  
—*Fort Worth Morning Star*

"This fresh and engaging statement of a new economic theory...is well presented and well illustrated by example and analogy..." —*Library Journal*

"One of the most fascinating books about business that I have ever read." —*Bruce Henderson, Founder,  
The Boston Consulting Group*

**BeardBooks**

[www.BeardBooks.com](http://www.BeardBooks.com)

ISBN 1-58798-219-6



9 781587 982194