

# Contents

Preface vii

## **PART I. The Proposal**

- CHAPTER 1. Humanomics and Liberty Promise Better Economic Science 3
- CHAPTER 2. Adam Smith Practiced Humanomics, and So Should We 9
- CHAPTER 3. Economic History Illustrates the Problems with Nonhumanomics 15
- CHAPTER 4. An Economic Science Needs the Humanities 18
- CHAPTER 5. It's Merely a Matter of Common Sense and Intellectual Free Trade 25
- CHAPTER 6. After All, Sweet Talk Rules a Free Economy 30
- CHAPTER 7. Therefore We Should Walk on Both Feet, Like Ludwig Lachmann 38
- CHAPTER 8. That Is, Economics Needs Theories of Human Minds beyond Behaviorism 44

## **PART II. The Killer App**

- CHAPTER 9. The Killer App of Humanomics Is the Evidence That the Great Enrichment Came from Ethics and Rhetoric 53
- CHAPTER 10. The Dignity of Liberalism Did It 59

CHAPTER 11. Ideas, Not Incentives, Underlie It 66

CHAPTER 12. Even as to Time and Location 74

CHAPTER 13. The Word's the Thing 78

**PART III. The Doubts**

CHAPTER 14. Doubts by Analytic Philosophers about the Killer  
App Are Not Persuasive 87

CHAPTER 15. Nor by Sociologists or Political Philosophers 97

CHAPTER 16. Nor Even by Economic Historians 106

Notes 113

Works Cited 123

Index 135