

The Fatal Equilibrium



Fill in the blank

- "Indeed, to a person of _____'s mentality, Wu reflected, the entire criminal code would be simply a price list for various acts."

Name the economic principle

- "With all the fuel, provisions, and staffing—not to mention the cost of the ship—how can Cunard justify operating it?"

Fill in the blank

- "You keep eating until the marginal utility of another bite is _____."

Fill in the blank

- "To Spearman the economist, one chose one's _____ the way one chooses any commodity—through a comparison of costs and benefits. At one time in his life interruptions of this sort were met with greater cheer. But at that time in his career, he gave up less income when he allowed himself to be diverted into other pursuits. Therefore, interruptions entailed fewer costs."

Name the person

- "In his imagination he suddenly saw the face of his greatest enemy, the one person he hated most of all in this world. Rapid-fire calculations raced through his brain. Then his mind rested. In the game he was playing, _____ had discovered the fatal equilibrium."

Name the person

- "_____ was the father of utilitarianism, which judged all laws and actions by whether on balance they augmented the happiness of the community or diminished it."

Name the person

- "_____ was an English professor whose specialty was Conrad."

Name the person

- "You chose whatever made you happiest. How can we tell it made you happiest? Because that's what you chose. And why did you choose it? Because it made you happy. To a psychologist like _____, this was reasoning in a circle.;"

Fill in the blank

- “[L]ike any good, economists reasoned, it will be collected so long as the value of the _____ is greater than the cost of acquiring it.”

Fill in the blank

- "Filene's basement is like a _____ auction. If a buyer tries too hard to maximize consumer surplus, he runs the risk of losing the item completely."

Name the speaker

- "If Mr. Gooseman knew some chemistry, he would have reached some quite different conclusions," she murmured as she shopped. "One brand is all you need."

Name the person

- "_____ has figured out that a department continually off balance causes power to concentrate in the chairman's office."

Fill in the blank

- "Denton Clegg held the post to which _____ had once aspired and nearly had attained when Clegg received the nod."

Name the speaker

- "I'm engaged to be married to a Harvard professor."

Fill in the blank

- "As he read, he thought how interested his friend Denton would be in a story related by the nineteenth-century economist, William Stanley _____, the father of marginal utility theory"

Name the person

- "His credo since graduate school had been the frontispiece on Alfred Marshall's great *Principles* treatise, *natura non facit saltum*."

Fill in the blank

- "And woe betide the undergraduate who enters Harvard Law, and many other places now, ignorant of _____ analysis. At one time lawyers had to learn rhetoric; now they had best learn cost curves."

Name the economist

- Developer of the theory of consumer surplus.