



The Origin of Wealth: The Radical Remaking of Economics and What it Means for Business and Society

By Eric D. Beinhocker

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Over 6.4 billion people participate in a \$36.5 trillion global economy, designed and overseen by no one. How did this marvel of self-organized complexity evolve? How is wealth created within this system? And how can wealth be increased for the benefit of individuals, businesses, and society? In *The Origin of Wealth*, Eric D. Beinhocker argues that modern science provides a radical perspective on these age-old questions, with far-reaching implications. According to Beinhocker, wealth creation is the product of a simple but profoundly powerful evolutionary formula: differentiate, select, and amplify. In this view, the economy is a "complex adaptive system" in which physical technologies, social technologies, and business designs continuously interact to create novel products, new ideas, and increasing wealth. Taking readers on an entertaining journey through economic history, from the Stone Age to modern economy, Beinhocker explores how "complexity economics" provides provocative insights on issues ranging from creating adaptive organizations to the evolutionary workings of stock markets to new perspectives on government policies. A landmark book that shatters conventional economic theory, *The Origin of Wealth* will rewire our thinking about how we came to be here—and where we are going.

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Editorial Review

About the Author

Eric D. Beinhocker is a Senior Fellow at the McKinsey Global Institute. Fortune magazine named him a Business Leader of the Next Century, and his writings on business and economics have appeared in a variety of publications, including the *Financial Times*.

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