

McConnell Brue Economics 17th Edition

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Government and the Economy: An Encyclopedia David A. Dieterle 2014-10-14 In this non-biased, politically neutral compendium, the authors trace the evolution of the U.S. government's role in the economy, including the history, ideas, key players, and court rulings that influenced its involvement. • Utilizes helpful Topic Finders to help students study specialized entry categories • Provides a summary of an individual's or topic's highlights through informative sidebars • Includes almost 50 maps, graphs, and photos to visually supplement the content • Features a glossary to explain and clarify unfamiliar terms • Discusses the impact of pivotal Supreme Court cases on the U.S. economic system

Annual Editions Don Cole 2006-10 This thirty-fourth of ANNUAL EDITIONS: ECONOMICS provides convenient, inexpensive access to current articles selected from the best of the public press. Organizational features include: an annotated listing of selected World Wide Web sites; an annotated table of contents; a topic guide; a general introduction; brief overviews for each section; a topical index; and an instructor's resource guide with testing materials. USING ANNUAL EDITIONS IN THE CLASSROOM is offered as a practical guide for instructors. ANNUAL EDITIONS titles are supported by our student website, www.mhcls.com/online.

Macroeconomics Campbell R. McConnell 1993 McConnell and Brue's Macroeconomics: Principles, Problems, and Policies is the leading Principles of Macroeconomics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Economics Campbell R. McConnell 2021

Microeconomics: Study guide to accompany McConnell and Brue microeconomics Campbell R. McConnell 1990 McConnell and Brue's Microeconomics: Principles, Problems, and Policies is the leading Principles of Economics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Micro Economics : Scarcity, Wants, and Choices Campbell R. McConnell 1996 McConnell and Brue's Microeconomics: Principles, Problems, and Policies is the leading Principles of Economics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Learning Group Leadership Jeffrey A. Kottler 2009-02-19 This book is a practical and reality-focused textbook on how to conduct and lead groups in a variety of settings.

Micro-economics Campbell R. McConnell 1993 McConnell and Brue's Microeconomics: Principles, Problems, and Policies is the leading Principles of Economics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Booms and Busts: An Encyclopedia of Economic History from the First Stock Market Crash of 1792 to the Current Global Economic Crisis Mehmet Odekon 2015-03-17 This timely and authoritative set explores three centuries of good times and hard times in major economies throughout the world. More than 400 signed articles cover events from Tulipmania during the 1630s to the U.S. federal stimulus package of 2009, and introduce readers to underlying concepts, recurring themes, major institutions, and notable figures. Written in a clear, accessible style, "Booms and Busts" provides vital insight and perspective for students, teachers, librarians, and the general public - anyone interested in understanding the historical precedents, causes, and effects of the global economic crisis. Special features include a chronology of major booms and busts through history, a glossary of economic terms, a guide to further research, an appendix of primary documents, a topic finder, and a comprehensive index. It features 1,050 pages; three volumes; 8-1/2" X 11"; topic finder; photos; chronology; glossary; primary documents; bibliography; and, index.

Economic Logic Fifth Edition Mark Skousen 2017-10-31 In Economic Logic, Mark Skousen offers a step-by-step approach to economics showing how microeconomics and macroeconomics are logically linked together. The fully revised fifth edition introduces a major breakthrough in macroeconomics: a "top line" in national income accounting called Gross Output. Also included: a powerful four-stage universal model of the economy, a new "growth" diagram, a new diagram of the optimal size of government, and new alternatives to the standard Aggregate Supply and Aggregate Demand curves. Economic Logic is also the first and only textbook to begin with a profit-and-loss income statement to demonstrate the dynamics of the economy. To aid students in comprehending the economic lessons, many other disciplines are integrated into the study of economics, including finance, business, marketing, management, history, and sociology.

Macroeconomics Campbell R. McConnell 2018 Revised edition of the authors' Macroeconomics, 2013.

Introduction to Homeland Security David H. McElreath 2017-07-27 Since the attacks of 9/11, billions of dollars and countless resources have been committed and expended in the attempt to make the nation more secure. Introduction to Homeland Security: Second Edition is written by a team of homeland security and justice professionals on the cutting edge of the field. The text is a comprehensive examination of curr

Macroeconomics Campbell McConnell 2014-01-09 McConnell/Brue/Flynn has long set the standard for providing high-quality content to instructors and students all over the world. It has remained the most widely used principles of economics product as a result of persistent innovation. The 19th edition brought adaptive technology to the market for the first time with LearnSmart, a resource that ensures that every minute a student spends studying is the most efficient and productive time possible. Feedback from users in combination with the analysis of student performance data from the 19th edition's digital products significantly informed the revision of the 20th edition, resulting in a product expertly tailored to the needs of today's students. With the 20th edition, students and instructors will benefit from a new offering that expands upon the dynamic and superadaptive capabilities of LearnSmart: SmartBook, the first and only adaptive eBook. McConnell/Brue/Flynn's tradition of innovation continues with the 20th edition, providing market-leading content and digital mastery to benefit today's learners. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

Recent Advances of the Russian Operations Research Society Fuad Aleskerov 2020-03-30 This collection of articles highlights the most interesting new results from the IX Moscow International Operations Research Conference, the largest Russian meeting in this field, held every three years for leading experts. These papers will interest researchers and organizations specialized in OR, Game Theory, System Analysis, Macro- and Micro-economic Modelling, and Actuarial Mathematics. The volume may be a source for PhD and Master students in the specified areas. The proposed methods for optimal decision making will be useful for insurance and auditing companies, banks, and others. The volume consists of three parts; the first includes game-theoretic models, the second part considers innovations and their possible opposite impact to the growth of GDP and social welfare, as well as new methods for improving reliability of banks' credit risks, monopolistic competition under heterogeneous labor, interregional trade and different ways of developing the Russian banking system. The last part contains articles on a wide range of optimization problems and their applications.

Macroeconomics Campbell R. McConnell 2006-10 McConnell and Brue's Macroeconomics: Principles, Problems, and Policies is the leading Principles of Macroeconomics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Macroeconomics Campbell McConnell 1999-03 McConnell and Brue's Macroeconomics: Principles, Problems, and Policies is the leading Principles of Macroeconomics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Economic Logic Fourth Edition Mark Skousen 2013-10-22 "Eureka! Skousen has done the impossible. Students love it! I will never use another textbook again."—Harry Verryser, University of Detroit-Mercy They said it couldn't be done. Austrian economics is so different, they said, that it couldn't be integrated into standard "neo-classical" textbooks. Consequently, college students learn nothing about the great Austrian economists (Mises, Hayek, Schumpeter). Professor Mark Skousen's Economic Logic aims to change that. Based on his popular course taught at Columbia University, Skousen starts his "micro" section with Carl Menger's "theory of the good" and the profit-and-loss income statement to explain the dynamics of the market process, entrepreneurship, and the advantages of saving. Then he uses a powerful Hayekian four-stage model of the economy to introduce "macro," including a new Austrian measure of spending at all stages of production (Gross Domestic Expenditures). Economic Logic also offers chapters on: The international gold standard, the defects of central banking, and the Mises/Hayek theory of the business cycle. A full critique of the Keynesian Aggregate Supply and Demand (AS-AD) model, and a revolutionary Austrian alternative. Entrepreneurship, the financial markets, environmental economics, monetary policy and inflation, federal spending and taxes, and government regulation. Leaders of all schools, including Austrian, Keynesians, Marxist, Chicago, and Public Choice.

Sociology and Social Policy Herbert J. Gans 2017-09-05 This collection of recent essays by the influential sociologist Herbert J. Gans brings together the many themes of Gans's wide-ranging career to make the case for a policy-oriented vision for sociology. Sociology and Social Policy explicates and helps solve social problems by presenting a range of studies on what people, institutions, and social structures do with, for, and against one another. These works from across Gans's areas of interest—the city, poverty, ethnicity, employment and political economy, and the relationship between race and class—together make a powerful call to action for the field of sociology.

Macroeconomics Campbell R. McConnell 1999 McConnell and Brue's Macroeconomics: Principles, Problems, and Policies is the leading Principles of Macroeconomics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Contemporary Labor Economics Campbell R. McConnell 2020 "One benefit of authoring a text that has met the test of the market is the opportunity to revise. Revision provides for improvement-to delete the archaic and install the novel, to rectify errors of omission or commission, to rewrite misleading or obscure statements, to introduce more relevant illustrations, to bring more recent data to bear, to upgrade organizational structure, and to enhance pedagogical aids-

in short, to build on an accepted framework of ideas. We feel that those who examine this new twelfth edition of Contemporary Labor Economics will agree that we have fully exploited this opportunity" --

Technology Innovation Law and Practice: Cases and Materials Theodore Hagelin 2012-01-25 This book is a comprehensive collection of cases, statutes, regulations and readings focused on the commercial development of new technologies, primarily by start-up and early-stage companies. It defines the technology innovation process as the set of decisions and actions by which an invention is transformed from a laboratory prototype into a commercially viable product or process; and defines the technology innovation period as the time between the point of invention (reduction to practice) and the point of market introduction. Technology Innovation Law and Practice addresses the gap in academic attention paid to the field of technology innovation. The book provides students, faculty and practitioners, both in law and other disciplines, with a single source of in-depth information on the laws that affect the technology innovation process. The book is unique in its interdisciplinary focus, in its emphasis on start-up and early-stage technology companies, and in its combination of instructional and reference materials.

Social, Economic, and Environmental Impacts Between Sustainable Financial Systems and Financial Markets Ziolo, Magdalena 2019-10-25 Sustainable development is necessary to counteract and mitigate the impact of socially harmful forces in a globalized world. However, sustainable development and its organizations must ensure the effective management of their funds and beneficial financial frameworks in order to best realize their sustainable goals. There is a need for studies that seek to understand how to connect sustainable development and the financial world in order to maximize the economic and environmental wellbeing of the world. Social, Economic, and Environmental Impacts Between Sustainable Financial Systems and Financial Markets is a pivotal reference source that examines the funding and monetary utilization of environmental and socially-responsible entities. Featuring research on topics such as green taxes, intergenerational equity, and shadow economy, this book is ideally designed for government officials, policymakers, economists, financial managers, sustainability developers, and academicians seeking current research on the relationship between new sustainable financial phenomena and negative global externalities.

Economic Logic Third Edition Mark Skousen 2008-05-05 "Eureka! Skousen has done the impossible. Students love it! I will never use another textbook again."—Harry Veryser, University of Detroit-Mercy They said it couldn't be done. Austrian economics is so different, they said, that it couldn't be integrated into standard "neo-classical" textbooks. Consequently, college students learn nothing about the great Austrian economists (Mises, Hayek, Schumpeter). Professor Mark Skousen's Economic Logic aims to change that. Based on his popular course taught at Columbia University, Skousen starts his "micro" section with Carl Menger's "theory of the good" and the profit-and-loss income statement to explain the dynamics of the market process, entrepreneurship, and the advantages of saving. Then he uses a powerful Hayekian four-stage model of the economy to introduce "macro," including a new Austrian measure of spending at all stages of production (Gross Domestic Expenditures). Economic Logic also offers chapters on: The international gold standard, the defects of central banking, and the Mises/Hayek theory of the business cycle. A full critique of the Keynesian Aggregate Supply and Demand (AS-AD) model, and a revolutionary Austrian alternative. Entrepreneurship, the financial markets, environmental economics, monetary policy and inflation, federal spending and taxes, and government regulation. Leaders of all schools, including Austrian, Keynesians, Marxist, Chicago, and Public Choice.

EBOOK: Economics, South African Edition J. van Rensburg 2015-03-16 EBOOK: Economics, South African Edition *Economic and Financial Analysis for Criminal Justice Organizations* Daniel Adrian Doss 2013-10-28 From small law offices to federal agencies, all entities within the justice system are governed by complicated economic factors and face daily financial decision-making. A complement to Strategic Finance for Criminal Justice Organizations, this volume considers the justice system from a variety of economic and financial perspectives and introduces quantitative methods designed to improve the efficiency and effectiveness of organizations in both the non-profit and for-profit sectors. Using only a minimum of theory, Economic and Financial Analysis for Criminal Justice Organizations demonstrates how to make decisions in the justice system using multiple financial and economic models. Designed for readers with little knowledge of advanced mathematics, quantitative analysis, or spreadsheets, the book presents examples using straightforward, step-by-step processes with Excel and Linux Calc spreadsheet software. A variety of different types of decisions are considered, ranging from municipal bond issuance and valuation necessary for public revenues, pension planning, capital investment, determining the best use of monies toward construction projects, and other resource planning, allocation, and forecasting issues. From municipalities and police departments to for-profit prisons and security firms, the quantitative methods presented are designed to improve the efficiency and effectiveness of all organizations in the justice domain.

Principles of Macroeconomics Campbell R. McConnell 2008 A custom published textbook containing select material from Macroeconomics : principles, problems, and policies, 17th ed., by Campbell R. McConnell and Stanley L. Brue; Macroeconomics : principles, problems, and policies, 17th ed., by Campbell R. McConnell and Stanley L. Brue; Principles of macroeconomics, 3rd ed., by Robert H. Frank and Ben S. Bernanke with the assistance of Roger T. Kaufman.

Loose Leaf for Economics Campbell R. McConnell 2017-02-09 McConnell/Brue/Flynn has long set the standard for providing high-quality content to instructors and students alike. Known for versatility, comprehensiveness, and persistent innovation, it has remained one of the most trusted and reliable choices for principles of economics courses. The 21st edition continues to benefit from author Sean Flynn's influence with new discussions on strategic behavior, game theory, unconventional monetary policy and interest rate normalization. A robust set of content designed to facilitate classroom engagement through peer instruction has been developed to align with the learning objectives in the text. New innovations like interactive graphs and videos combine with SmartBook's adaptive reading experience and even more algorithmic and graphing assessment content in Connect to help students succeed in the course. McConnell/Brue/Flynn is expertly tailored to support a variety of course formats, institutions, and students. Its depth of content and breadth of resources continue to be unparalleled in the introductory market.

Selected Material from Economics 17 Campel R. McConnell 2008

Globalization of Business John O. Okpara 2008-10-30 Globalization, an inevitable phenomenon in human history, has been bringing the world closer through exchange of goods and services, advancements in information communication technologies (ICTs), global diffusion of technologies, and cultural awareness. Recent developments and trends within the global business arena present managers with challenging situations. Competing in the twenty-first century and beyond requires firms to invest in the increasingly refined managerial skills needed to perform effectively in a multicultural business environment. Global companies are faced with varied and dynamic environments in which they must accurately assess the political, legal, technological, ethical, and cultural factors that shape their strategies and operations. The success of a company's global operation often depends significantly on the manager's cultural skills, as well as the ability to carry out the company's strategy within the context of the host country's business practices.

While globalization is a vehicle for, and a consequence of human progress, it is also a confused process that requires change. The change process presents the manager with challenging strategic options. Globalization of Business: Theories and Strategies for Tomorrow's Managers addresses the above challenges. It offers managers and business students strategies on how to become globally competitive in a complex international management environment. Contributors to the volume offer their insights into the issues every global manager needs to understand such as the nature of the global business environment, entry mode choice, global strategic positioning, global human resource management, human rights and ethical issues. The book covers general as well as specific topics, including assumptions, theories, and practices of globalization. It is expected that the book will enable business students, managers and corporate leaders to avoid common drawbacks in their quest to build a successful global firm that will benefit all.

Economics Campbell R. McConnell 2006-10 NASTA compliant For use in Advanced Placement courses Campbell R McConnell, University of Nebraska-Lincoln Stanley L Brue, PACIFIC LUTHERAN UNIVERSITY McConnell and Brue's Economics: Principles, Problems, and Policies is the leading Principles of Economics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership with three main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy. AP Correlation for McConnell's Economics ©2008 17th Edition Visit the Online Learning Center at www.mcconnell17.com

The Business of Criminal Justice Daniel Adrian Doss 2016-04-19 Regardless of the type, size, or mission of a criminal justice or law enforcement organization, optimum decision making can be achieved by examining activities and functions from the perspective of traditional business administration. Using profit and nonprofit business models, The Business of Criminal Justice: A Guide for Theory and Practice integrates the two philosophies of traditional management and finance and service-oriented benefit and demonstrates how success in these organizations is dependent on using the proper business model. Topics discussed in this forward-thinking volume include: The basic characteristics of qualitative and quantitative human decisions that affect law enforcement organizations Management theory and the concepts of controlling, coordinating, leading, organizing, and planning Strategic management and long-term decisions that affect law enforcement and justice-related entities for five or more years Quality management and operations management of law enforcement entities The influences of economics on the administration of law enforcement entities Various aspects of mathematical modeling that influence human decision making to fulfill a stated objective Models that support the expending of funds to benefit the organization and its stakeholders while rendering public service Building relationships between the law enforcement entity and society through marketing, branding, and advertising Demonstrating how the concepts of business administration influence law enforcement and government organizations, this volume is a critical decision-making tool for law enforcement and criminal justice entities ranging from small-town sheriff's offices to large federal enterprises.

Theory of Shocks, COVID-19, and Normative Fundamentals for Policy Responses Pilipenko, Olga Ivanovna 2021-03-18 The phenomenon of shocks is often mentioned in relation to economic crises but rarely studied. This gap in research has resulted in shocks being poorly understood, with no fundamental explanation of their inciting conditions. It is a system-forming problem that cannot be investigated without dynamic ideas about the economy, but an incomplete understanding of this event leaves economic systems vulnerable to collapse. Theory of Shocks, COVID-19, and Normative Fundamentals for Policy Responses is an essential publication that explores the factors that cause economic shocks and the mechanisms of their implementation. The book serves as a resource for the development of policy-oriented frameworks for achieving and maintaining national and international strategies to properly manage future global shocks. Featuring coverage of a wide range of topics including dialectics, self-evolvement, and structural relationships, this book is ideally designed for economists, executives, managers, entrepreneurs, academicians, students, and researchers in the areas of finance, macroeconomics, economic theory, and risk assessment.

Principles of Economics (UUM Press) Anizah Md Ali 2021-11-14 This book is organized to make it easier for students to understand its contents, which is based on nearly 20 years of teaching experience in economics. It is presented in a simple and yet in-depth format to benefit readers, especially students studying, Principles of Economics. The book provides appropriate examples in understanding issues and questions on economic studies. There are also discussion questions to reinforce the reader's understanding.

Economics Campbell McConnell 2006-10-24 McConnell and Brue's Economics: Principles, Problems, and Policies is the leading Principles of Economics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership with three main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

The SAGE Glossary of the Social and Behavioral Sciences Larry E. Sullivan 2009-08-31 Highly accessible A-Z of the major terms in the social and behavioural sciences, spanning anthropology, communication and media studies, criminal justice, economics, education, geography, human services, management, political science, psychology and sociology.

Affordability of College Textbooks: Textbook Prices Have Risen Significantly in the Last Four Years, but Some Strategies May Help to Control These Costs for Students

Adapting and Mitigating Environmental, Social, and Governance Risk in Business Ziolo, Magdalena 2021-04-16 Environmental, social, and corporate governance (ESG) risk considers the nonfinancial risks that could arise in a business, such as sustainability, brand reputation, legal aspects, ethics, and more. As businesses all have their own risk profiles, there is a need for risk management and mitigation that is unique for each company. Because of this variability, the study on ESG risk factors and motives of incorporating the ESG perspective into business models are crucial yet challenging. Therefore, it is important to understand how companies are adapting and mitigating ESG risk in diverse types of businesses. Adapting and Mitigating Environmental, Social, and Governance Risk in Business examines processes in enterprises that can increase the sustainability of business models and their coherence with the assumptions of the concept of sustainable development and ESG risk. Furthermore, the book explores how enterprises operating in different sectors are adapting their business models towards sustainability in order to create sustainable value. This book is a valuable tool for managers, executives, entrepreneurs, practitioners, academicians, researchers, and graduate students in finance, business, and management.

Reforming Economics and Economics Teaching in the Transition Economies Michael Watts 2002-01-01 'The volume is of greatest interest to those pursuing issues of the implementation of economics education and its impact at an elementary level on economic understanding and attitudes. Through generally careful statistical analysis it shows what can be done

even in a most difficult environment, as well as the constraints on change imposed by Soviet legacies. It is a valuable addition to the literature on economics pedagogy.' - Richard E. Ericson, Slavic Review This comprehensive and impressive volume presents the first book-length, multi-country investigation of reform of economic education in transition economies. Authors from the West and from transition economies describe the major changes in economics content and instruction that occurred in schools and universities throughout nations in Eastern and Central Europe and the former Soviet Union from 1989 to 2000.

Microeconomics Campbell R. McConnell 2006-10 McConnell and Brue's *Microeconomics: Principles, Problems, and Policies* is the leading Principles of Economics textbook because it is innovative and teaches students in a clear, unbiased way. The 17th Edition builds upon the tradition of leadership by sticking to 3 main goals: help the beginning student master the principles essential for understanding the economizing problem, specific economic issues, and the policy

alternatives; help the student understand and apply the economic perspective and reason accurately and objectively about economic matters; and promote a lasting student interest in economics and the economy.

Regulating Mergers and Acquisitions of U.S. Electric Utilities: Industry Concentration and Corporate Complication Scott Hempling 2020-10-30 What happens when electric utility monopolies pursue their acquisition interests—undisciplined by competition, and insufficiently disciplined by the regulators responsible for replicating competition? Since the mid-1980s, mergers and acquisitions of U.S. electric utilities have halved the number of local, independent utilities. Mostly debt-financed, these transactions have converted retiree-suitable investments into subsidiaries of geographically scattered conglomerates. Written by one of the U.S.'s leading regulatory thinkers, this book combines legal, accounting, economic and financial analysis of the 30-year march of U.S. electricity mergers with insights from the dynamic field of behavioral economics.