

With the same originality and astuteness that marked his widely praised *Butterfly Economics*, Paul Ormerod now examines the “Iron Law of Failure” as it applies to business and government—and explains what can be done about it. “Failure is all around us,” asserts Ormerod. For every General Electric “still going strong after more than one hundred years” there are dozens of businesses like Central Leather, which was one of the world’s largest companies in 1912 but was liquidated in 1952. Ormerod debunks conventional economic theory “that the world economy ticks along in perfect equilibrium according to the best-laid plans of business and government” and delves into the reasons for the failure of brands, entire companies, and public policies. Inspired by recent advances in evolutionary theory and biology, Ormerod illuminates the ways in which companies and policy-setting sectors of government behave much like living organisms: unless they evolve, they die. But he also makes clear how desirable social and economic outcomes may be achieved when individuals, companies and governments adapt in response to the actual behavior and requirements of their customers and constituents. *Why Most Things Fail* is a fascinating and provocative study of a truth all too seldom acknowledged.

Privy Council Office resource accounts 2006-07: (for the year ended 31 March 2007): For the Year Ended 31 March 2007 (House of Commons Papers), answers to the Most Commonly Asked Questions Aromatherapy Seminars, Russia, Eurasia and the New Geopolitics of Energy: Confrontation and Consolidation, Ambulatory Medicine Case Book, Living with Your Past Selves,

Businesses collapse just as surely as people do, yet economics textbooks and financial reporters stubbornly concentrate on success rather. *Why Most Things Fail: Evolution, Extinction and Economics*, is a page book published in by Paul Ormerod. *Why Most Things Fail* does for business collapse what years of journalism have done for business success. The book was named a Business Book of the Year by Business Week.

Book Review: “*Why Most Things Fail: Evolution, Extinction & Economics*”. By Paul Ormerod. New York, NY, Pantheon Books pp. *Why Most Things Fail* has ratings and 35 reviews. Tim said: Published ten years ago (), many of the sceptical views of Paul Ormerod about the rat. Discussion and summary of *Why Most Things Fail: Evolution, Extinction and Economics*, by Paul Ormerod. *Why most things fail: evolution, extinction and economics* / Paul Ormerod. Also Titled. *Why most things fail*. Author. Ormerod, Paul. Published. London: Faber.

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