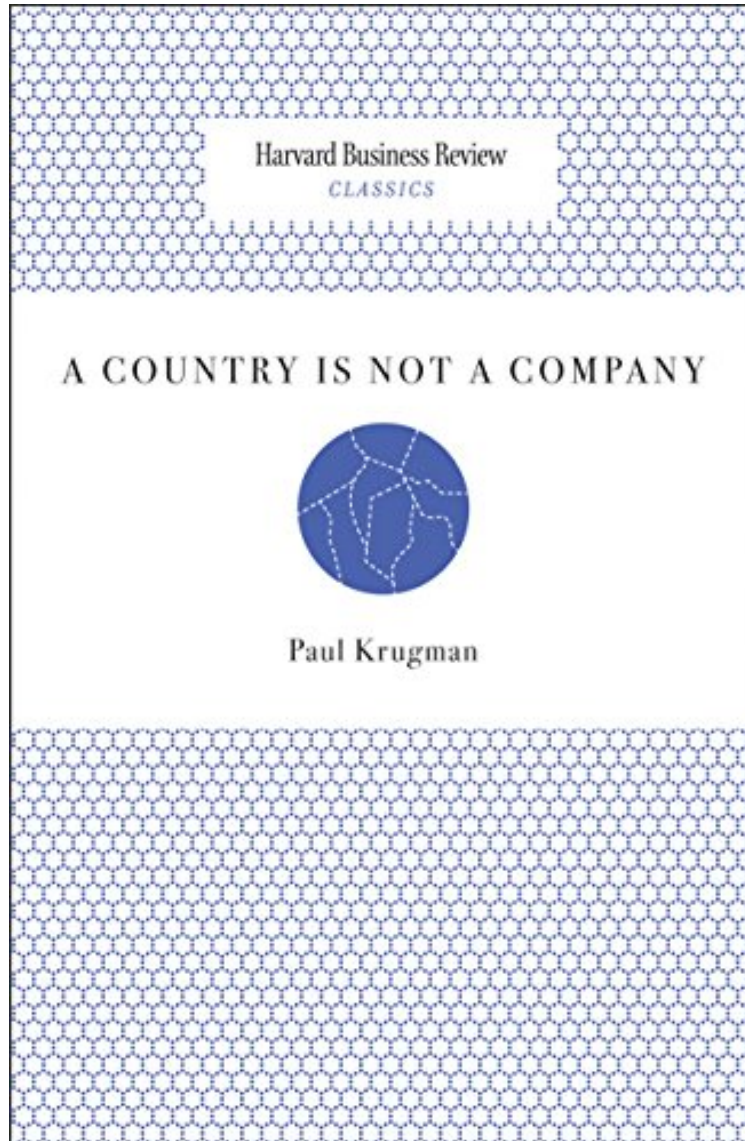


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A Country Is Not a Company (Harvard Business Review Classics)

Paul Krugman

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What is the main concern of the CEO? The well known bottom line. A president does not have such a luxury. He (and maybe someday she) has an almost unlimited list of responsibilities such as national security, a stable currency, a adequate infrastructure, the welfare of the country's citizens and preservation of the environment, to name a few. This booklet is more relevant today than it was on the day of its publication I have inscribed the following on the title page of my copy "Required reading for Mitt Romney." I thank for making it available. 1 of 1 people found the following review helpful. A Country Is Not A Company By Jim I read Krugman's pamphlet " A Country Is Not A Company" because I was tired of the political talking points and spin engendered by the austerians on the right and the anti-government corporatist supporters wringing their hands and expressing faux fears about our national government debt. As usual Krugman carefully parses the difference. Quote: "...economics and business are not the same subject, and mastery of one does not ensure comprehension, let alone mastery, of the other. A successful business leader is no more likely to be an expert on economics than on military strategy." " For though no one will believe it-economics is a technical and difficult subject." 0 of 0 people found the following review helpful. A must read for any thinking person. By True North USAAs one who loved economics in school, ..I must admit this was never presented to me so bluntly and forcefully as to cause me to remember it. Krugman is a National (and Global) Treasure and I suspect history will treat him very kindly indeed. If this is your first book by Paul, Krugman then I hope it will not be your last. Regardless of your political inclinations, ..you will be exposed to someone of impeccable global credentials who is totally comfortable conversing with any man or woman on the street.

Nobel-Prize-winning economist Paul Krugman argues that business leaders need to understand the differences between economic policy on the national and international scale and business strategy on the organizational scale. Economists deal with the closed system of a national economy, whereas executives live in the open-system world of business. Moreover, economists know that an economy must be run on the basis of general principles, but businesspeople are forever in search of the particular brilliant strategy. Krugman's article serves to elucidate the world of economics for businesspeople who are so close to it and yet are continually frustrated by what they see. Since 1922, Harvard Business Review has been a leading source of breakthrough management ideas-many of which still speak to and influence us today. The Harvard Business Review Classics series now offers readers the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world-and will have a direct impact on you today and for years to come.

About the Author Paul Krugman is a op-ed columnist for the The New York Times and a professor of Economics and International Affairs at Princeton University. He was awarded the Nobel Prize for Economics in 2008.