

The economics of enough: how to run the economy as if the future matters by Diane Coyle. Princeton, 2011. 346p bibl index afp ISBN 9780691145181, \$24.95

From the somewhat playful *Sex, Drugs, and Economics* (CH, Mar'03, 40-4105), to the more descriptive and objective *The Soulful Science* (CH, Sep'07, 45-0378), economist and superb writer (too often mutually exclusive categories) Coyle (*Enlightenment Economics*) presents her more general assessment in *Enough*. Blending economics with politics and philosophy, she uses the recent financial crisis as an opportunity to discuss a number of grander themes with the goal of a better and sustainable future, which is to be aided and abetted by a better-informed citizenry led not by an invisible hand but by the fist of more enlightened governments. Her one-word titles for two of her three main divisions--"Challenges" and "Obstacles"--and her eight one-word chapter titles: "Happiness," "Nature," "Posterity," "Fairness," "Trust," "Measurement," "Values," and "Institutions"--are good indicators of the book's contents. Embedded in those chapters are, of course, worries about inequality, climate change, natural resources, and economic growth. Her third section and its one-word chapter title--"Manifesto"--demonstrate her trafficking in prescription and subjectivity. The notes, references, and index are first-rate. If Coyle were not such a good writer one might be tempted to dismiss her book, but it will get juices and important conversations flowing. Summing Up: Recommended. All readership levels. -- A. R. Sanderson, University of Chicago