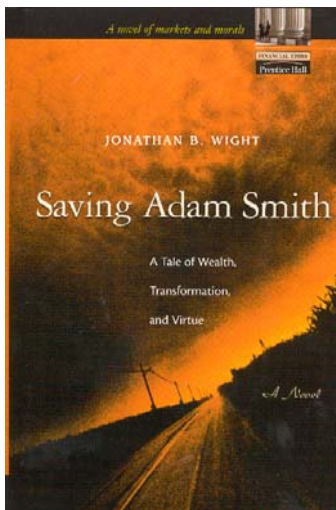


Saving Adam Smith

A novel about social and moral capital...



Saving Adam Smith: A Tale of Wealth, Transformation, and Virtue
by Jonathan B. Wight

Prentice Hall, 2002, 323 pp., \$24.00; ISBN:0-13-065904-5.

“Wight’s book is astonishingly good. The storytelling is as good as the business novel, *The Goal*, and the economics is better. A few more books like this and economics will no longer be the obscure and dismal science it now seems to the public.”

--Deirdre McCloskey, Distinguished Professor of Economics, History, and English, University of Illinois at Chicago and author of *The Bourgeois Virtues: Ethics for an Age of Commerce* (2007).

How are social and moral capital created? What role do ethical norms play in economic development and human progress? Adam Smith’s theories, propounded in *The Wealth of Nations* and *Theory of Moral Sentiments*, demonstrate the virtues of self interest, yet it is a self interest circumscribed by the underlying fabric of social and ethical capital. The invisible hand of Smith operates in a moral context.

Smith’s message—obscured by centuries of misinformation and caricature—has never been more vital for sustaining business and society. What role do ethical considerations play in managing a business, developing trust, and reducing transactions costs?

Saving Adam Smith summons Adam Smith back to life in a heart-pounding adventure ripped from today’s headlines. As the suspense builds we rediscover Adam Smith’s profound insight about society: markets operate within social and institutional settings in which virtue greases the wheels of commerce. Put simply, *selfishness is not enough* to sustain society. Other topics include wealth creation through specialization, international trade and globalization, and the social responsibility of business.

Who should read this book? Students and general readers will delight in learning about wealth-creation through the “invisible hand” of global markets -- all within the accessible format of a suspense novel. The key ideas are accessible to courses in economics, political science, business, and other areas.

Smith’s insights for reconciling trade, profits and conscience—and for restoring virtue to its place in economic capital—are essential for each new generation.

“Anyone who talks about the ‘invisible hand’ and doesn’t understand the moral context in which it operates has probably never read this book, nor even had the pleasure of a campfire conversation with Adam Smith!”

--Daniel J. Gertsacov, CEO, Forum on Business and Social Responsibility in the Americas

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About the Author



Jonathan B. Wight is Professor of Economics in the Robins School of Business at the University of Richmond, Virginia 23173, where he has won Outstanding Teaching and Service Awards. He is co-editor of *Teaching the Ethical Foundations of Economics* (NY: The National Council on Economic Education, 2007).

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More Reviews of *Saving Adam Smith*

“Terrific.... [T]he book will make the ideas of Adam Smith much more accessible to students. Adam Smith’s philosophy emphasizing the virtue, morality, and trust that are needed for a market economy is right on the money for today. Saving Adam Smith [is] an outstanding addition to the economic theory novel genre.”

--John Morton, Vice President, National Council on Economic Education

“Wight’s tale of adventure presents Smith’s insights about self-interest in the wider context of his social philosophy. The book challenges students—and economists—to follow Smith in making room for justice and conscience in economic choices.”

--David C. Smith, President, Council for Ethics in Economics

“Someone once said that you get knowledge from non-fiction, but you get wisdom from fiction. Jonathan Wight demonstrates this beautifully. Wight uses an entertaining and profound story to show how we can live a better life... of both virtue and practicality. People of all ages, but particularly students, will have this book available to give them a deeper, more integrated view of what our world can be. This is a remarkable achievement and a fun read.”

--Michael Ray, Professor, Stanford School of Business and co-author, *Creativity in Business* and *The New Paradigm in Business*.

“We all live in Adam Smith’s economic world, but as Jonathan Wight’s wise and witty story shows us, it’s not exactly the world that Smith had in mind. In his lively tale, Wight brings Smith back to remind economics students and readers of all stripe that we are not here to serve the economy, the economy is here to serve the needs of everyone in our society.”

--Joanne B. Ciulla, Costen Family Chair in Leadership and Ethics, University of Richmond, and author, *The Working Life: The Promise and Betrayal of Modern Work*

“The story is engaging at several levels. I was drawn to keep reading it.... This manuscript makes a real contribution.”

--James Halteman, Hendrickson Professor of Business and Economics, Wheaton College

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