OUT NOW: UPDATED AND REVISED PAPERBACK EDITION OF THIS MULTI-AWARD WINNING BOOK

GROW THE PIE

HOW GREAT COMPANIES DELIVER BOTH PURPOSE AND PROFIT – UPDATED AND REVISED

ALEX EDMANS

PAPERBACK | 9781009054676 | £11.99 / \$15.95

Should companies be run for profit or purpose? This book shows how they can deliver both - based on rigorous evidence and an actionable framework. This edition, updated to include the pandemic and latest research, explains how managers, investors and citizens can put purpose into practice - and overcome the difficult trade-offs that hold them back.

Don't just take our word for it...

Grow the Pie in Hardback has over 140 customer reviews on Amazon and has won multiple awards and accolades including:

- Axiom Business Book Awards, 2020
- CMI Management Books of the Year, 2020
- CEO Today Top 5 Business Books
- Joelbooks Top 7 Wealth and Income Inequality Books
- Wellington Management Recommended Books
- Financial Times Best Books of the Year 2020

Praise for the hardback edition...

'... a tour de force.'

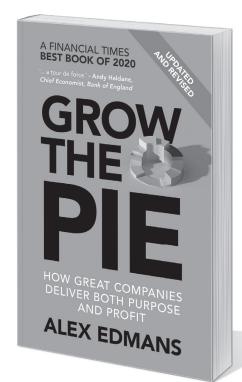
Andy Haldane, Chief Economist, Bank of England

'Edmans's arguments are a powerful and persuasive antidote to much of the conventional wisdom about the corporate world.'

Oliver Hart, 2016 Nobel Laureate in Economics

'This is a brilliant and timely book, taking the business case for responsible capitalism to a whole new level.'

Dame Helena Morrissey, financier and founder of the 30% Club



www.cambridge.org/growthepie2



UNITED STΔTES Statement of POSTΔL SERVICE (All Periodicals Pu	Ownership, Manageme blications Except Requ	nt, and Circulation
1. Publication Title	2. Publication Number	3. Filing Date
Journal of the History of Economic Thought	016 – 592	10/1/2021

1. Publication Title	2. Publication Number	3. Filing Date
Journal of the History of Economic Thought	016 – 592	10/1/2021
4. Issue Frequency	5. Number of Issues Published Annually	6. Annual Subscription Price
Quarterly March, Jun, Sep, Dec	4	\$868.00
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®)		Contact Person
Cambridge University Press		Nina lammatteo
1 Liberty Plaza		Telephone (Include area code)
New York, NY 10006		2123375000
8. Complete Mailing Address of Headquarters or General Business Office of P	ublisher (Not printer)	
Cambridge University Press Edinburgh Building, Cambridge CB2 2RU, England		

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)

Publisher (Name and complete mailing address)

Cambridge University Press

1 Liberty Plaza

Full Name

New York, NY 10006

Editor (Name and complete mailing address)

Jimena Hurtado Prieto, Universidad de los Andes, Colombia, and Pedro Garcia Duarte, University of São Paulo, Brazil

Managing Editor (Name and complete mailing address)

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)

Complete Mailing Address
McConnell Hall
15 Academic Way
University of New Hampshire
Durham, NH 03824

11.	Known Bondholders, Mortgagees, and Oth	er Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, M	ortgages, or
	Other Securities. If none, check box —	→ X None	

Complete Mailing Address

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)

The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:

☐ Has Not Changed During Preceding 12 Months

☐ Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

PS Form **3526**, July 2014 [Page 1 of 4 (see instructions page 4)] PSN: 7530-01-000-9931

PRIVACY NOTICE: See our privacy policy on www.usps.com.

Publication Titl	е		14. Issue Date for Circu	lation Data Below
Journal of th	e Hi	story of Economic Thought	JUNE 2020	
Extent and Na	iture	of Circulation	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number	er of	Copies (Net press run)	297	255
	(1)	Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	78	68
b. Paid Circulation (By Mail and	(2)	Mailed In-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	0	0
Outside the Mail)	(3)	Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	139	134
	(4)	Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	0	0
c. Total Paid D	Distrib	oution [Sum of 15b (1), (2), (3), and (4)]	217	202
d. Free or Nominal	(1)	Free or Nominal Rate Outside-County Copies included on PS Form 3541	0	0
Rate Distribution (By Mail	(2)	Free or Nominal Rate In-County Copies Included on PS Form 3541	0	0
(By Mail and Outside the Mail)	(3)	Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	0	0
	(4)	Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	0	0
e. Total Free o	r No	minal Rate Distribution (Sum of 15d (1), (2), (3) and (4))	0	0
f. Total Distrib	ution	(Sum of 15c and 15e)	217	202
g. Copies not [Distri	buted (See Instructions to Publishers #4 (page #3))	80	53
h. Total (Sum	of 15	f and g)	297	255
i. Percent Paid (15c divided		15f times 100)	100%	100%

^{*} If you are claiming electronic copies, go to line 16 on page 3. If you are not claiming electronic copies, skip to line 17 on page 3.

<u>UNITED STATES</u> POSTAL SERVICE (All Periodicals Publications Except Requester Publications)

16. Electronic Copy Circulation	Average No. Copies Each Issue During Preceding 12 Month	Issue Published		
a. Paid Electronic Copies				
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)				
c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)				
d. Percent Paid (Both Print & Electronic Copies) (16b divided by 16c × 100)				
☐ I certify that 50% of all my distributed copies (electronic and print) are paid above a nomin	al price.			
17. Publication of Statement of Ownership				
If the publication is a general publication, publication of this statement is required. Will be printed in the becember issue of this publication.				
18. Signature and Title of Editor, Publisher, Business Manager, or Owner	D	ate		
Nina lammatteo		10/1/2021		
Locatify that all information formings and another form in two and consists. I condend that an one who form		- :		

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

JOURNAL OF THE

HISTORY OF ECONOMIC THOUGHT

VOLUME 43 • ISSUE 4 • DECEMBER 2021

•	TICLES A WIN-WIN MODEL OF DEVELOPMENT: HOW INDIAN ECONOMICS	
	REDEFINED UNIVERSAL DEVELOPMENT FROM AND AT THE MARGINS, 1870–1905	
	Maria Bach	483–505
	STILLBORN YET NOT WITHOUT INFLUENCE; WHAT MILL'S POLITICAL ECONOMY OWES TO HIS PROJECT OF ETHOLOGY	504 505
	Christophe Salvat	506–525
	ON SIMON NELSON PATTEN'S PROGRESSIVISM: A NOTE Luca Fiorito and Massimiliano Vatiero	526–547
•	THE GERMAN ANTI-KEYNES? ON WALTER EUCKEN'S MACROECONOMICS	o _c
	Lars P. Feld, Ekkehard A. Köhler, and Daniel Nientiedt	548-563
	OF ALCOHOL, APES, AND TAXES: GÜNTER SCHMÖLDERS AND THE REINVENTION OF ECONOMICS IN BEHAVIORAL TERMS	
	Rüdiger Graf	564–586
	MPOSIUM: CELEBRATING THE CENTENARY OF KEYNES'S EATISE ON PROBABILITY	
	INTRODUCTION TO SYMPOSIUM: CELEBRATING THE CENTENARY OF KEYNES'S TREATISE ON PROBABILITY	
	Bradley W. Bateman	587–589
	KEYNES'S <i>TREATISE</i> , STATISTICAL INFERENCE, AND STATISTICAL PRACTICE IN INTERWAR ECONOMICS IN THE UNITED STATES	
	Jeff E. Biddle	590–603
	READING KEYNES'S POLICY PAPERS THROUGH THE PRISM OF HIS TREATISE ON PROBABILITY: INFORMATION, EXPECTATIONS, AND REVISION OF PROBABILITIES IN ECONOMIC POLICY	
	Sylvie Rivot	604-618
	PRAGMATISM AND PROBABILITY: RE-EXAMINING KEYNES'S THINKING ON PROBABILITY	
	Bradley W. Bateman	619–632
•	BOOK REVIEWS	633–670

Cambridge Core

For further information about this journal please go to the journal web site at: cambridge.org/het

♦ INDEX TO VOLUME 43, 2021



671-673