

# Contents

Introduction 1

ONE

Who Pays for Your Coffee? 5

TWO

What Supermarkets Don't Want You to Know 31

THREE

Perfect Markets and the "World of Truth" 61

FOUR

Crosstown Traffic 79

FIVE

The Inside Story 109

SIX

Rational Insanity 137

SEVEN

The Men Who Knew the Value of Nothing 155

CONTENTS

E I G H T

Why Poor Countries Are Poor 177

N I N E

Beer, Fries, and Globalization 201

T E N

How China Grew Rich 231

Notes 253

Index 263