

# CONTENTS



Acknowledgments ix

## **PART I**

*Introduction: The Transmogrification* 3

1. Do Ideas Even Matter? 20
2. How Pessimists, Partisans, and Plutocrats Are Changing the Marketplace of Ideas 43

## **PART II**

3. The Standard Indictment Against the Academy 75
4. The Disciplines: Why Economics Thrives While Political Science Survives 102
5. This Is Not Your Father's Think Tank 123
6. The Booming Private Market for Public Ideas 146

**PART III**

7. The Promise and Perils of Intellectual Brands 173
8. Is the Ideas Industry Working? 196
9. Tweeting Ideas: Or, the Requisite Chapter on Social Media 215
- Conclusion: The Dark Knight* Theory of the Ideas Industry 233

Notes 251

Bibliography 317

Index 331