

# UPROOTING ECONOMICS

## A Manifesto for Change

**Bart Nooteboom**, Tilburg University,  
the Netherlands

*'Based on a life-long experience as a social scientist, Bart Nooteboom explains how economics can become more relevant by importing insights from other disciplines. He brings economics back to its Aristotelian origins by linking it to virtue ethics. This is a must-read for anybody interested in the future of economics.'*

– Lans Bovenberg, Tilburg University, the Netherlands

*'Bart Nooteboom presents a bold, cogent and well written book about economics. This compact manifesto hits a nerve. The (global) economy and economics as a discipline are in a moult. By re-entering virtue ethics in economics and through sound reasoning about the structure and conduct of capitalism, markets and industries, Bart Nooteboom provides the reader with a bright perspective for a prosperous society.'*

– Harry Commandeur, Erasmus University Rotterdam, the Netherlands

Much-needed in the face of present political upheavals, including the rise of populism and re-emergence of nationalism and authoritarian regimes, this book is radical in both its critique and proposals for a new economics. Taking an interdisciplinary approach, Bart Nooteboom offers insights from economics, sociology, cognitive science, social psychology and philosophy.

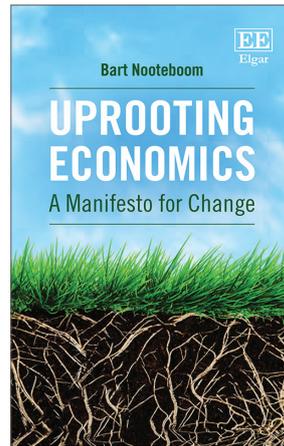
Exploring ways in which economics is developing, the book investigates how new economics has moved away from considering individuals as autonomous and instead studies their involvement and interactions with each other. The book discusses a new relational economics: less contractual, hierarchical and controlled, and more based on trust and mutual adjustment. Nooteboom proposes a shift from utility ethics to the virtue ethics of prudence, courage, moderation and justice.

A provocative read for economics students, this work is especially pertinent to those interested in rethinking the subject and expanding upon heterodox theories. It will also prove a useful read to critical economists and sociologists looking to better understand a way forward in our current economic climate.

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