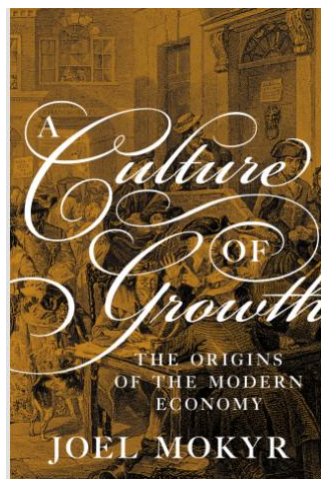


A Culture of Growth

The Origins of the Modern
Economy

Chapter 1: Culture and Economics

Presented by Marcela Naves C. Ribeiro



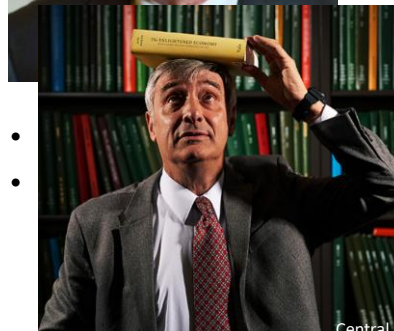
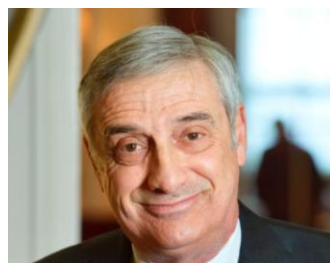
EAD-5871 – Economics of Industrial Innovation – March 20th 2019

A Culture of Growth

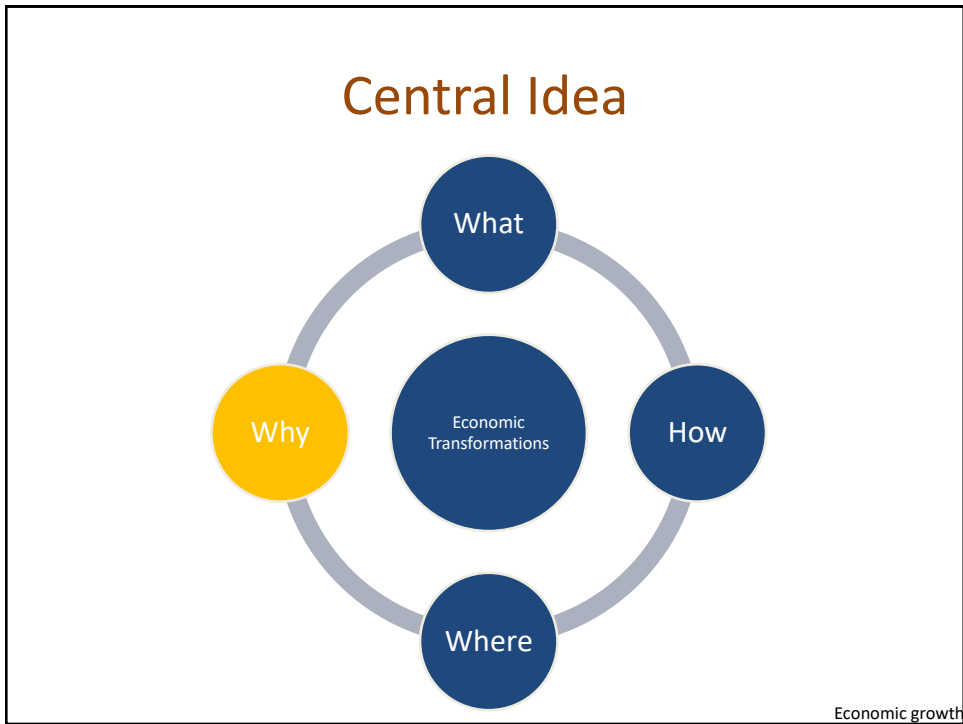
- Published in 2016;




- Co-Winner of the 2018 Allan Sharlin Memorial Award, Social Science History Association;
- Finalist for the 2017 Hayek Prize, The Manhattan Institute;
- Honorable Mention for the 2017 PROSE Award in European and World History, Association of American Publishers;
- One of MIT Technology Review's Best Books of 2016.



Central idea



Economic Growth




Before Industrial Revolution

Driven by:


- Trade, effective markets, allocation of resources

Transformative technological changes:

- Unusual



Modern Era

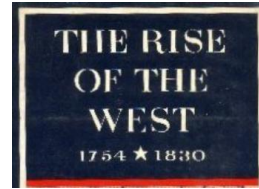
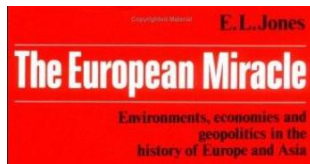


- “Useful knowledge”

Supposed to be used and applied to production to bring economic benefits

- Routine and expected

European miracle



Great Divergence

- Growth started in the West;
- They overcome growth constraints and emerged during the 19th century as the most powerful civilization;
- Why?



concept

Culture is a vague concept

- Kroeber and Kluckhohn (1952): assembled 156 definitions.
- Mokyr (2016):
 - “Culture is a set of beliefs, values, and preferences, capable of affecting behavior, that are socially (not genetically) transmitted and that are shared by some subset of society.”



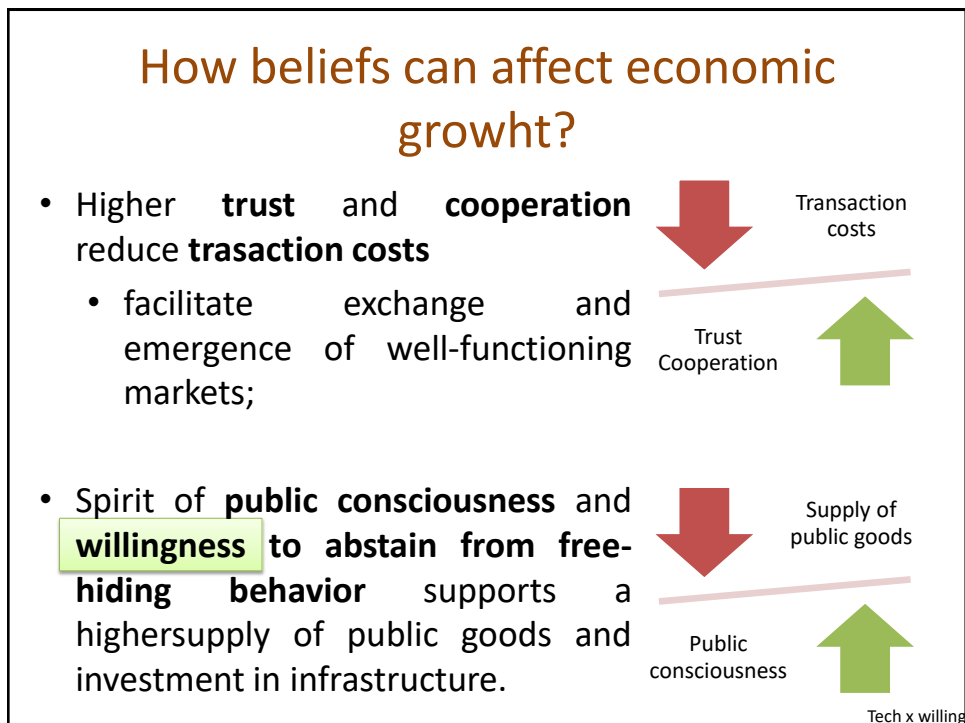
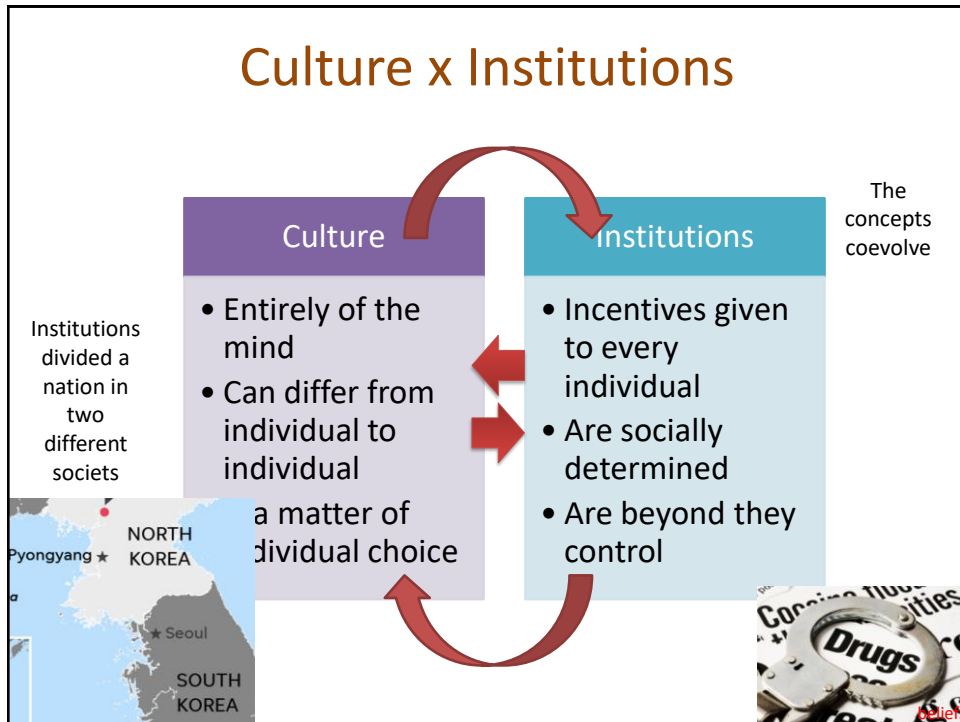
State of the world with positive nature

Normative statements about society and social relations

Normative statements about individual matters

Social Learning

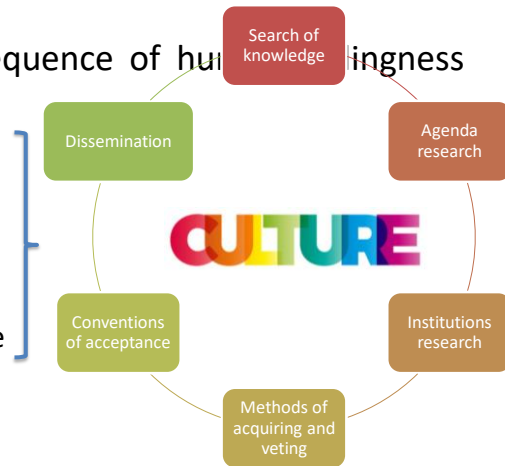
Institu x cult



Technology x Attitudes

- Technology is a consequence of human ingenuity and ability to:

- Investigate
- Manipulate
- Exploit
- Acquire knowledge
- Disseminate knowledge



"European culture and institutions were **shaped** to become more conducive to the kind of activities that led to the economic changes that created the modern economies" (Mokyr, 2016).

Quest

ANY QUESTION?

Thank you.

