



An Economist Gets Lunch: New Rules for Everyday Foodies

By Tyler Cowen

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A leading economist, “who may very well turn out to be this decade’s Thomas Friedman” (Wall Street Journal), illuminates the state of American food today.

Tyler Cowen, one of the most influential economists of the last decade, wants you to know that just about everything you’ve heard about how to get good food is wrong. Drawing on a provocative range of examples from around the globe, Cowen reveals why airplane food is bad, but airport food is improving, why restaurants full of happy, attractive people usually serve mediocre meals, and why American food has improved as Americans drink more wine. At a time when obesity is on the rise and forty-four million Americans receive food stamps, *An Economist Gets Lunch* will revolutionize the way we eat today—and show us how we’re going to feed the world tomorrow.

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Editorial Review

From Bookforum

An Economist Gets Lunch suffers from a good deal of sloppy diction and a casual, haphazard, all-over-the-map structural strategy. Meanwhile, Cowen's pedigree as an economist can make for an unfortunate tendency to present either obvious or loony ideas as new insights. . . . As an eater, I often found myself agreeing with Cowen's commonsensical (if fairly obvious) recommendations for eating out and shopping at grocery stores. As a would-be reformer, he is much less convincing. —Kate Christensen

Review

"A perfect marriage of economics and food. Tyler Cowen is my newest guilty pleasure."—**Rocco DiSpirito, author of #1 *New York Times* bestseller *Now Eat This!***

"Tyler Cowen's latest book is a real treat, probably my favorite thing he's ever written. It does a fantastic job exploring the economics, culture, esthetics, and realities of food and delivers a mountain of compelling facts. Most of all, it's encouraging—not a screed, despite its occasionally serious arguments—and brings the fun back to eating. Delicious!"—**Stephen J. Dubner, coauthor of *Freakonomics* and *SuperFreakonomics***

"A gastronomic, economic, and philosophical feast from one of the world's most creative economists. Tyler Cowen offers the thinking person's guide to American food culture, and your relationships with food will be hugely enriched by the result."—**Tim Harford, author of *The Undercover Economist* and *Adapt***

"Part economic history . . . part guide to getting a better meal at home or a restaurant. Reconwned economist . . . Professor Cowen is an expert on the economics of culture and the arts."—**The New York Times Dining Section**

About the Author

Tyler Cowen is a professor of economics at George Mason University. He is a prominent blogger at marginalrevolution.com, the world's leading economics blog. He also writes regularly for *The New York Times*, and has written for *Forbes*, *The Wall Street Journal*, *Newsweek*, *The Washington Post*, *The Los Angeles Times*, and *The Wilson Quarterly*.

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