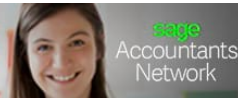




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### The Soul of Enterprise: Business in the Knowledge Economy Friday at 1 PM Pacific

May 22nd 2020: Second Interview with Professor Deirdre McCloskey

We are honored to welcome back Professor Deirdre McCloskey to discuss her work. No other body of work has had such a profound influence on our worldviews, especially with respect to how what she calls the Great Enrichment came about. Her latest scholarly book *Bourgeois Equality: How Ideas, Not Capital or Institutions, Enriched the World*, was the final volume of the *Bourgeois Era* trilogy. It argues for an "ideational" explanation of the Great Enrichment of 3,000 percent per person from 1800 to the present in places like Britain and Japan and Finland. The second book in the trilogy, *Bourgeois Di*

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#### Featured Guest



#### Deirdre McCloskey

Deirdre McCloskey is Distinguished Professor Emerita of Economics and of History, and Professor Emerita of English and of Communication, at the University of Illinois at Chicago. Trained at Harvard in the 1960s as an economist, she has written twenty books and some four hundred academic articles on economic theory, economic history, philosophy, rhetoric, statistical theory, feminism, ethics, and law. She taught for twelve years at the University of Chicago in the Economics Department in its glory days, but now describes herself as a "literary, quantitative, postmodern, free-market, progressive-Episcopalian, ex-Marxist, Midwestern woman from Boston who was once a man. Not 'conservative'! I'm

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