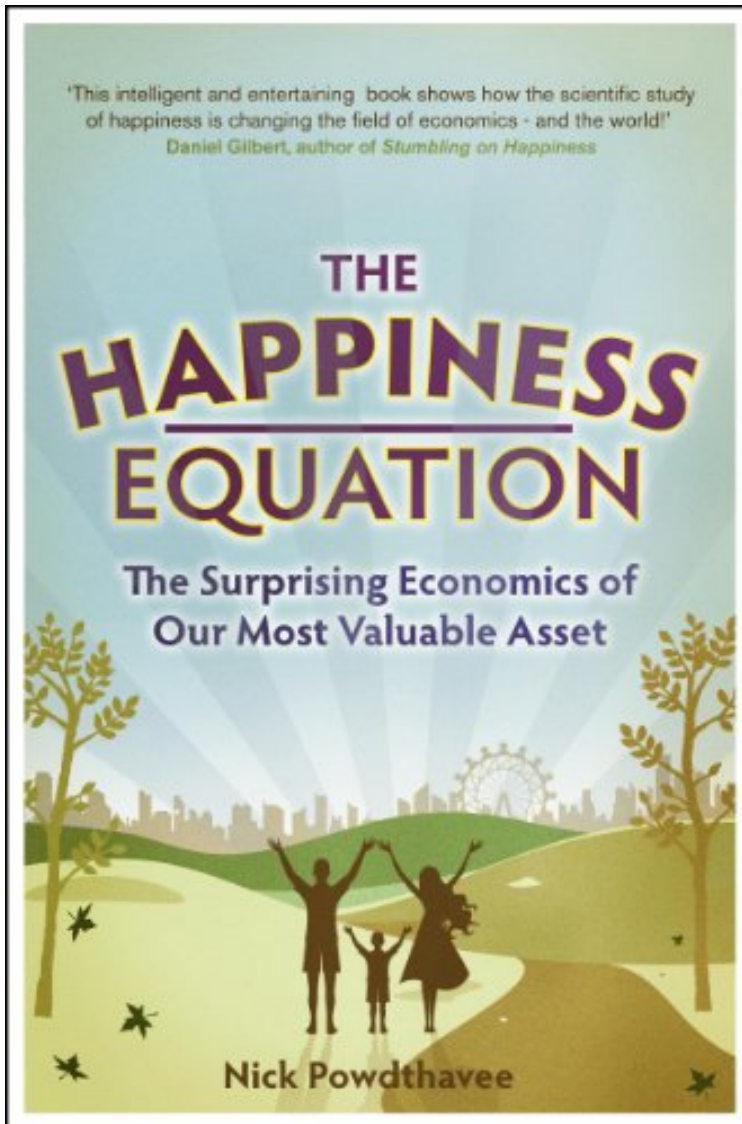


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The Happiness Equation: The Surprising Economics of Our Most Valuable Asset



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different life experiences and present them in ways we can relate to. How, for instance, monetary values can be put on things that can't be bought or sold in the market such as marriage, friendship, even death so that we can objectively rank them in order of preference. It also explains why some things matter more to our happiness than others (like why seeing friends is worth more than a Ferrari) while others are worth almost nothing (like sunny weather). Nick Powdthavee whose work on happiness has been discussed on both the Undercover Economist and Freakonomics blogs brings cutting-edge research on how we value our happiness to a general audience, with a style that wears its learning lightly and is a joy to read.

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