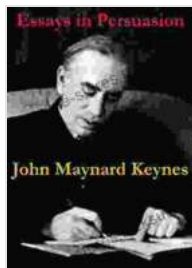


# Essays in Persuasion: A Masterclass in Economic Thought by John Maynard Keynes

John Maynard Keynes was one of the most influential economists of the 20th century. His groundbreaking ideas helped to shape our understanding of economics and continue to influence economic policy today. Keynes's most famous work is *The General Theory of Employment, Interest, and Money*, but he also wrote a number of other important works, including *Essays in Persuasion*.

*Essays in Persuasion* is a collection of essays that Keynes wrote between 1919 and 1931. The essays cover a wide range of topics, from the gold standard and unemployment to economic theory and the future of capitalism. Keynes's insights and unique perspective make *Essays in Persuasion* a must-read for anyone interested in economics, history, or the art of persuasion.



## Essays in Persuasion by John Maynard Keynes

★★★★☆ 4.3 out of 5

Language : English  
File size : 319 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 259 pages  
Screen Reader : Supported

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## Keynes's Economic Ideas

Keynes's economic ideas were revolutionary at the time. He argued that the economy is not self-regulating, and that government intervention is necessary to prevent economic downturns. Keynes's ideas were instrumental in the development of Keynesian economics, which has been the dominant economic paradigm since the Great Depression.

One of Keynes's most important contributions to economics was his theory of effective demand. Keynes argued that the level of output in an economy is determined by the level of aggregate demand, which is the total amount of spending in the economy. If aggregate demand is too low, the economy will experience recession or depression.

Keynes also developed a theory of liquidity preference, which explains why people hold money. Keynes argued that people hold money for a variety of reasons, including transactions, precautionary, and speculative motives. The theory of liquidity preference is important because it helps to explain why interest rates can be used to influence economic activity.

## **Essays in Persuasion**

Essays in Persuasion is a collection of 11 essays that Keynes wrote between 1919 and 1931. The essays cover a wide range of topics, including:

\* The gold standard \* Unemployment \* Economic theory \* The future of capitalism

Keynes's writing is clear, concise, and persuasive. He has a unique ability to explain complex economic concepts in a way that is accessible to a wide

audience. *Essays in Persuasion* is a must-read for anyone interested in economics, history, or the art of persuasion.

## Influences on Keynes's Thought

Keynes's economic ideas were influenced by a number of different factors, including:

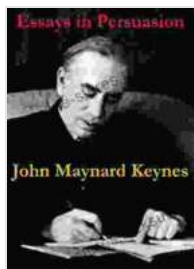
- \* The work of classical economists such as Adam Smith and David Ricardo
- \* The experiences of the Great Depression
- \* The ideas of Karl Marx

Keynes was a brilliant economist who was able to synthesize ideas from a variety of different sources to create a new and original theory of economics.

## Legacy

Keynes's legacy is immense. His ideas have had a profound impact on economics and continue to influence economic policy today. Keynes is considered to be one of the most important economists of the 20th century, and his work is still studied and debated by economists around the world.

*Essays in Persuasion* is a must-read for anyone interested in economics, history, or the art of persuasion. Keynes's insights and unique perspective make this book a valuable resource for anyone who wants to understand the world around them.



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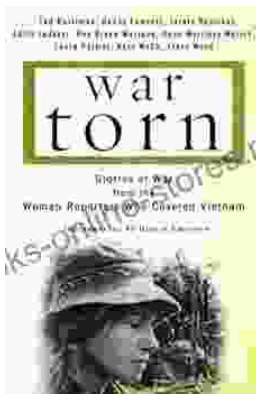
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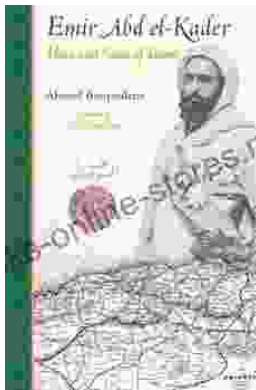
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