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Thriving at Amazon: How Schumpeter Lives in Books Today

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Abstract

Amazon.com's "Search Inside the Book" feature provides a new and exciting tool for bibliometric research. Over the last few years, a growing number of books listed on Amazon.com reference Schumpeter in some way. As of May 3, 2007, Amazon listed 8,086 books that in some way refer to Schumpeter. Of these, I currently have names and titles of 3,719 books in the Schumpeter Amazon database. Of these, I have done content-analysis for 1,176 books that make reference to Schumpeter. The main result is that a significant number of the references to Schumpeter are related to creative destruction. The percent of Schumpeter-references where the reference is related to creative destruction is significantly higher for books on business than books on economics. I believe this is a case where market demand reflects intellectual value, even if academic economics has not done much to incorporate Schumpeter's central ideas.

Comments

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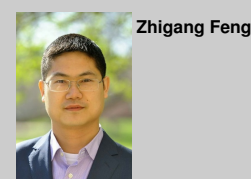
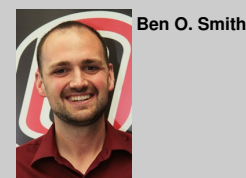
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I began using Amazon back when they only sold books. I loved reading the reviews even though I didn't make my first purchase until 2003 (Nine Inch Nails' "Pretty Hate Machine" and Train's "My Private Nation" CDs). I became a Prime Member as soon as it started in 2005 and have been a loyal customer ever since. While there are other books about Jeff Bezos and Amazon, I was never interested in reading them. When I saw Bezonomics: How Amazon Is Changing Our Lives and What the World's Best Companies Are Learning from It however, I immediately had to read it. Maybe it's because of the iconic smiley arrow on the cover that I couldn't resist. What a fascinating book! Books, arts and cultureProspero. Explaining the worldThe Economist Explains. More. Its biggest hits today, the Birkin and Kelly handbags that often sell for \$10,000 or more, are refreshed versions of what it has sold for decades. It can do whimsy and eye-catching: its website currently features a functioning porcelain skateboard, a snip at €3,350. And whereas a Dior dress will last one season, an Hermès product is for life. As creative directors shuffle from one brand to the next, at Hermès the same designer has overseen menswear since 1988. Understatement works as a strategy only because Hermès enjoys an aura of exclusivity. Financial Times 'Schumpeter's life is shot through with a drama which Swedberg skilfully interweaves with a discussion of his work.' Network [Swedberg] thoughtfully uncovers different layers of the eminent economist's personality a lucid, readable study' New York Times Book Review 'The Swedberg biography is a remarkable broad based achievement. Times Literary Supplement 'Swedberg provides an intellectual biography which is illuminating both about Schumpeter's life in Vienna, Bonn, and Harvard, and the development of his ideas.' Political Studies. Synopsis. Joseph A. Schumpeter (1883-1950) is one of the most celebrated authors on the economics and sociology of the 20th century.