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| TABLE 1:  **Books by Dr. Seuss, Theo LeSieg, and Rosetta Stone**  **Economic Concepts** | |
| **Title** | **Economic Concepts** |
| And to Think That I Saw It on Mulberry Street! (1937) | credible statements |
| The 500 Hats of Bartholomew Cubbins (1938) | bandwagon effects, interdependent utility, conspicuous consumption, demand, fairness, hierarchical societies, luxury, pride, sumptuary laws, tastes and preferences, fashion, vanity |
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| The King’s Stilts (1939) | economics of natural disasters, interdependent utilities, natural resources, property rights/theft, public goods, specialization and the division of labor, work-leisure trade-offs |
| The Seven Lady Godivas (1939) | entrepreneurship, innovation, research and development |
| Horton Hatches the Egg (1940) | contracts, evolutionary economics, fairness, property rights, reputation effects, shirking, specialization, work-leisure trade-offs |
| McElligot’s Pool (1947) | externalities/pollution, risk aversion in production vs. leisure decisions, uncertainty |
| Thidwick the Bighearted Moose (1948) | altruism, entitlements, fairness/equity, free riding, public choice |
| Bartholomew and the Oobleck (1949) | entrepreneurship, experience goods, fame/vanity, pollution, property rights, tastes and product differentiation, unintended consequences |
| Gerald McBoing Boing (1950) | discrimination/diversity, marketable skills, specialization |
| If I Ran the Zoo (1950) | product differentiation |
| Scrambled Eggs Super! (1953) | differences in endowments, interdependence, international trade and diversity in consumer tastes, production, quality control, risk, search costs, specialization |
| Horton Hears a Who! (1954) | asymmetric information, collective action/demonstrations, discrimination, endangered species, public choice, shirking, specialization, skills |
| On Beyond Zebra! (1955) | limited, but examples of: competition, goods and services, innovation, property rights enforcement, scarcity, specialization, transportation |
| If I Ran the Circus (1956) | entrepreneurship, externalities, incentives, labor, unrealistic expectations |
| How the Grinch Stole Christmas (1957) | altruism, externalities, interdependent utility |
| The Cat in the Hat (1957) | asymmetric information, environmental issues, externalities, monitoring costs, recreation/leisure |
| Yertle the Turtle and Other Stories (1958) 1) "Yertle the Turtle" 2) “Gertrude McFuzz” 3) “The Big Brag” | constraints, freedom and the diffusion of political power, greed vs. happiness, unlimited wants constraints, bandwagon effects, conspicuous consumption, experience goods, fairness, relative income/consumption cheap talk and credible statements, relative status, game theory, second mover-advantage |
| The Cat in the Hat Comes Back! (1958) | reputation effects, learning (or not, as in basic Cournot models), work-leisure trade-offs |
| Happy Birthday to You! (1959) | scarcity, specialization, wants, utility/happiness |
| Green Eggs and Ham\* (1960) | complements, experience goods, interpersonal differences in preferences, utility |
| One Fish, Two Fish, Red Fish, Blue Fish\* (1960) | preferences, specialization |
| The Sneetches and Other Stories (1961) | 1) "The Zax" credible threats, game theory |
| 2) "Too Many Daves" | 3) "The Sneetches" |
| 4) "What Was I Scared of?" | diminishing returns learning in a repeated games, preference models of discrimination discrimination and irrational fears |
| Dr. Seuss’s Sleep Book (1962) | wants, work-leisure trade-offs |
| Dr. Seuss’s ABC\* (1963) | diminishing marginal utility |
| Hop on Pop\* (1963) | nothing |
| I Had Trouble Getting to Solla Sollew (1965) | precautionary motives, risk aversion, shirking, utopian dreams/fallacies |
| Fox in Socks\* (1965) nothing |  |
| The Foot Book\* (1968) nothing |  |
| “I Can Lick 30 Tigers Today!” & other stories | entrepreneurship demand, experience goods, externalities, long-term/unintended consequences, prudence relative income/consumption, tastes, fads, vanity |
| 1) “I Can Lick 30 Tigers Today!” |
| 2) “The Glunk that got Thunk” |
| 3) “King Looie Katz” |
| My Book about Me\* (1969) | scarcity and opportunity cost, labor markets, jobs, specialization and personal skills/characteristics |
| Mr. Brown Can Moo! Can You?\* (1970) | experience goods, specialization, training/education |
| The Lorax (1971) | economies of scale, endangered species, environmental externalities, property rights and enforcement, specialization and division of labor, tragedy of the commons, wants |
| Marvin K. Mooney Will You Please Go Now!\* (1972) | goods and services |
| The Shape of Me and Other Stuff \*1973 | very little, but examples of goods and services, and personal diversity |
| Did I Ever Tell You How Lucky You Are? (1973) | consumption, work effort and monitoring costs, envy, living wage, relative utility |
| There’s a Wocket in my Pocket\* (1974) | nothing but examples of goods and services |
| Great Day for Up\* (1974) | tools/capital goods that help people get up |
| Oh, the THINKS You Can Think!\* (1975) | nothing except imagination as an unlimited resource |
| The Cat’s Quizzer\* (1976) | nothing |
| I Can Read with My Eyes Shut\* (1978) | human capital |
| Oh Say Can You Say? (1979) | cost, experience goods, money, occupations, preferences, price, product quality, wants |
| Hunches in Bunches (1982) | choices, decision making, delayed gratification, discounting, opportunity cost, precautionary motives, uncertainty |
| The Butter Battle Book (1984) | arms race games, credible threats, discrimination (taste/preference models), game theory, prisoner’s dilemma |
| You’re Only Old Once (1986) | aging, demographics, externalities (pollution/congestion), health care |
| I Am NOT Going to Get up Today!\* (1987) | shirking/leisure |
| Oh, the Places You’ll Go! (1990) | personal beliefs in ability and luck, choices, competition, individual interests and abilities, information, leisure/recreation, migration, opportunity cost, risk, uncertainty, utility, waste/inefficiency |
| Daisy-Head Mayzie (1994) | demand, interpersonal differences, money/fame vs. happiness, principal-agent issues, specialization |
| My Many Colored Days (1996) | nothing |
| Hooray for Diffendoofer Day! (1998) | accountability (standardized testing), education and training, entrepreneurship, freedom, general vs. specific training, human capital, incentives, specialization and division of labor, variety |