Most economists will agree that the task of understanding and teaching Veblen is not an easy one. Locating a book for the non-specialist is even harder, and hence the purpose of this book. This pioneering text fully delivers what its title promises - Veblen in Plain English. For the non-specialist and student alike, Professor McCormick illuminates the ideas of Veblen in a manner that is well written and easy to understand. This is a refreshing and most welcome addition to literature on Veblen. -- Provided by publisher

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and Ken McCormick's Veblen in Plain English is such a book! Direct, lucid and succinct, the 144 pages succeed marvelously in presenting a coherent presentation of Veblen's system of thought. In so doing McCormick has accomplished what I heretofore thought impossible: present the complexity of Veblen's Veblen's cultural critique is unparalleled in the English speaking world, with the possible exception of John Kenneth Galbraith, who managed to translate much of Veblenesque analysis into a more popular style. Consequently, Veblen's approach may well have been the most effective means of calling attention to the shortcomings of capitalism. Thorstein Veblen in the Context of the Real Industrial Revolution Veblen's style and subject matter reflected the prevailing economic conditions of the time. He began writing in the aftermath of what might be seen as the Real Industrial Revolution. The rapid technical progress that occurred in this period stands in stark contrast to much more modest developments that took place during the earlier period, popularly known as the Industrial Revolution.