

# Phishing for Phools

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# Later Chapters

- Chapter 4. The Role of Advertising.
- Chapter 5. Cars, Houses, Credit Cards.
- Chapter 6. Lobbying.
- Chapter 7. Food and drugs.
- Chapter 8. Inventions.
- Chapter 9. Tobacco and alcohol.
- Chapter 10. Looting of S & L's.
- Chapter 11. Michael Milken and the Junk Bond Market.
- Chapter 12. Protections against phishing for phools.
- Chapter 13. Conclusion.
- Epilogue. Where this fits into economics.

- Back of each glass of Schlitz Beer there is an experience of fifty years.
- In 1848, in a hut, Joseph Schlitz began brewing. Not beer like Schlitz beer of today; but it was honest. It was the best beer an American had ever brewed.
- This great brewery today has new methods. A half century has taught us perfection. ...
- We send experts to Bohemia to select for us the best hops in the world.
- An owner of the business selects the barley, and buys only the best that grows.
- A partner in our concern supervises every stage of the brewing.
- Cleanliness is not carried to greater extremes than in any kitchen than here.
- Purity is made imperative. All beer is cooled in plate glass rooms, in filtered air.
- Then the beer is filtered. Then it is sterilized, after being bottled and sealed.
- We age beer for months in refrigerating rooms before it goes out. Otherwise Schlitz beer would cause biliousness, as common beer does....

