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| John Hunt Publishing - **Iff Books** - announces the new title | | |
| **Basics First** Let Money Buy Happiness and a Central Store that Provides Essentials for All  Sema Dube, Manu Dube  Basics First introduces an innovative way of thinking about money. Sema and Manu Dube argue that we do away with regulations, allow people to travel wherever they want and trade freely. Simple enough, but trade will never be free if one party cannot walk away because to do so would threaten their survival. This book aims to be a seed for a discussion where everyone can participate, by showing that it could be possible to change our systems for the better if we focus on the basics first. It is all about money. About how we choose to define it.  **Author Bio** Sema Dube has a Ph.D. in Finance with a minor in Econometrics and Quantitative methods from the George Washington University, and an MBA in Finance from Binghamton. She is currently Vice Chair of the International Business and Trade department at Yeditepe University, Istanbul, Turkey. Online: [Author Website](http://finans.info)  Manu Dube holds an MA in Mechanical Engineering from Binghamton University, and a Ph.D in Engineering Mechanics from the University of Arizona. He is assistant professor in the department of Management Information Systems at Yeditepe University in Istanbul, Turkey.  Online: [Author Website](http://infotek.info)  **Promotional Plans** Promotion of book through authors' students, as well as via authors' websites. Authors will write articles related to the book's topics, social media promotion and book events.  **USP** Simple, new ideas for improving how we think about and deal with money, with the aim of encouraging discussion. Basics First moves against the funding-based pressure felt in academia, by detailing completely new thinking, rocking the boat in terms of financial research and thought.  **Competing Books** Rethinking Money: How New Currencies Turn Scarcity into Prosperity 9781609942960, by Bernard Lietaer, Jacqui Dunne Berrett-Koehler Publishers, 2013  **Categories** BUSINESS & ECONOMICS (General)(BUS029000) -> Free Enterprise(BUS029000) BUSINESS & ECONOMICS (General)(BUS027010) -> Finance (General)(BUS027010) -> Financial Engineering(BUS027010) BUSINESS & ECONOMICS (General)(BUS069020) -> International (General)(BUS069020) -> Economics(BUS069020) |  | **Publication Date** October 2017  **Paperback** ISBN: 978-1-78535-589-9 $11.95  |  7.99 8.5x5.5 inches | 216x140 mm 88PP  **e-book** ISBN: 978-1-78535-590-5 $5.99  |  3.99  **Library of Congress** 2016951899 |
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