



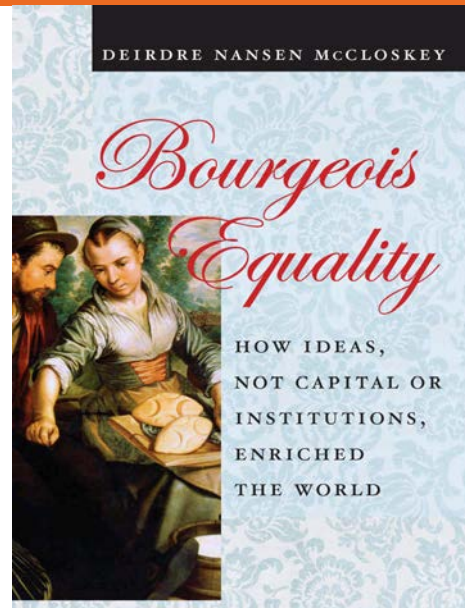
THE TULLOCK LECTURE
Featuring Big Ideas About Information

Ideas Make Us Rich

Deirdre McCloskey

Distinguished Professor of Economics and History, Emeritus,
University of Illinois at Chicago

Author, **Bourgeois Equality: How Ideas, Not Capital or
Institutions, Enriched the World**
(University of Chicago Press, 2016)



ABSTRACT: The poorest of humanity will soon be joining the comparative riches of Japan and Sweden. Why? Most economists—from Adam Smith and Karl Marx to Thomas Piketty—say the Great Enrichment since 1800 came from accumulated capital. McCloskey disagrees, fiercely. “Our riches,” she argues, “were made not by piling brick on brick, bank balance on bank balance, but by piling idea on idea.” Ideas are the key drivers of progress – ideas for electric motors, free elections, equal liberty and dignity for ordinary folk. Liberalism arose from theological and political revolutions in northwest Europe, yielding a unique respect for betterment and its practitioners, and upending ancient hierarchies. In the resulting Bourgeois Deal, we were all enriched.

Monday, Oct. 30, 2017

5:00 - 6:30 P.M.

Tillman Hall, Room __

*Reception with
Refreshments to Follow*