

Yoram's Guide to Being a Cool, Alternative and Controversial Economist:

- 1. Take known and proven economic concepts, redefine and rename them by using alternative wording:**

For Example: Instead of Defining $GNP = C + I + G + (EX-IM)$, define it as:
SNP (Stupid National Product) = $EX + I - IM + G + C$

- 2. Don't know anything about Macroeconomics and don't try to learn either:**

For Example: Recession is a 1% decrease in GDP for at least three consecutive quarters. Well, a recession doesn't matter anyway, because GDP is stupid

- 3. Come up with nonsense examples of consumer choice:**

For Example: What happens if I give you a choice of getting a Snickers Bar or getting a Snickers Bar? Now that's a tough choice for the consumer to make.

- 4. If you don't know what a concept means, disprove it by writing: "blah blah blah"**

For Example:

Mankiw's Principle: "Prices Rise When the Government Prints Too Much Money"

Yoram's very convincing disproof: "blah blah blah" (this argument is guaranteed to make even Charles Nelson realize that inflation doesn't exist)

- 5. Make sure you post your nonsense documents all over the department and give it to everybody to read and comment. When they criticize your work, take them out to lunch and talk their ear off, using the tools described in items 1-4.**

For Example: See the computer lab door and inquire about the suffering of Aaron, Ian and Evren

Following these rules will make sure that you become a very controversial economist and get published in such high caliber journals as: *The Journal of Incorrect Disproofs* and *The Journal of Meaningless but Controversial Ideas that Nobody Cares About*.