

FOR IMMEDIATE RELEASE

CONTACT:

David Jackson

Tel: (650) 736-1782

Fax: (650) 736-1784

Email: david.jackson@stanford.edu

PREDICTING PRESIDENTIAL ELECTIONS AND OTHER THINGS

Ray C. Fair

Americans want to know what will happen this coming November. In newspapers and on radio and television programs we are being flooded with polling statistics attempting to predict the outcome of the upcoming presidential election. Ray Fair, an author and professor of economics at Yale, gives us a new way to approach the election. He has written Predicting Presidential Elections and Other Things, a timely and intriguing look at the reasoning behind the numbers and a crash-course in statistical analysis for the layperson. Using an economic model that he developed to predict the outcomes of elections, Fair has been right in 18 of the last 22 elections.

Through the use of a rich array of examples, Predicting Presidential Elections and Other Things demonstrates the power and range of social science and statistical methods. Fair shows how to predict everything from Federal Reserve behavior and inflation, to the quality of a particular vintage of wine. Which of your friends is more likely to have an extramarital affair? How important is class attendance for academic performance in college? As Ray Fair works his way through an incredibly broad range of questions and topics, demonstrating the usefulness of statistical theory and method, he gives the reader a new way of thinking about many age-old concerns in public and private life.

Ray Fair has recently been featured in the *New York Times* and *Newsweek*, and his free website (<http://fairmodel.econ.yale.edu/>) offers a comprehensive view of U.S. and world economies, as well as a model for predicting future growth and inflation.

STANFORD ECONOMICS AND FINANCE

Ray C. Fair is Professor of Economics at Yale University. He is the author of many scholarly articles and a number of books, and he is the co-author of a widely used principles of economics texts.

184 pp.

\$25.95 (cloth)

0-8047-4969-8

To arrange an interview with Ray Fair, please contact David Jackson at (650) 736-1782.