

## Tony Lima

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<http://www.GonzoEcon.com> (economics blog)

<http://www.ProfLima.com> (wine economics blog)

<http://TonyLimaAssociates.posterous.com> (technology blog)

### EDUCATION

1973-1980 Stanford University, Stanford, CA

Ph.D., Economics, March, 1980; M.A., Economics, January, 1977

Dissertation: *Inflation and the Demand for Life Insurance*

Areas of Specialization: Macroeconomics, international economics, monetary theory, econometrics, finance

1969-1971 Harvard Business School, Cambridge, MA

M.B.A., June, 1971

Areas of Specialization: Managerial economics, finance, quantitative methods

1965-1969 Massachusetts Institute of Technology, Cambridge, MA

B.S., Chemical Engineering, June, 1969

### EMPLOYMENT

1980 – present Professor of Economics, California State University, East Bay (formerly CSU Hayward)

1978 – present Principal, Tony Lima Associates, Los Altos, CA

1978-1979 Brandeis University, Waltham, MA

Lecturer, Department of Economics

1976-1978 Stanford University, Stanford, CA

Lecturer, Department of Economics

1971-1972 Data Resources, Inc., Lexington, MA

Marketing Consultant, New York City office.

### PUBLICATIONS: ECONOMICS

#### BOOKS

“Instructor’s Manual” to accompany Alan Taylor, *International Macroeconomics* (2e). Worth Publisher, New York (2011).

“Instructor’s Manual” to accompany Karl Case, Ray Fair, and Sharon Oster, *Principles of Microeconomics* (10e). Prentice-Hall Publishing, Upper Saddle River, NJ, 2011. Also wrote the IM for the 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> editions.

“Instructor’s Manual” to accompany Karl Case, Ray Fair, and Sharon Oster, *Principles of Macroeconomics* (10e). Prentice-Hall Publishing, Upper Saddle River, NJ, 2011. Also wrote the IM for the 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> editions.

*Economics: An Introduction to Analysis and Policy* (with G.L. Bach, R. Flanagan, F. Levy, and J. Howell), Prentice-Hall, Inc., March, 1987.

ARTICLES

“Mondovino: Turnover or Terroir” (review, with N. Schroder). Journal of Wine Economics, 4:1 (Spring, 2009), pp. 114-115.

“Ernest Gallo, 1909 – 2007: A Life in Wine” (with N. Schroder). Journal of Wine Economics, 2:2 (Fall, 2007), pp. 109-128..

“Digitized Technology and Student Learning of Macroeconomics in the Short and Long Term: Caveat Emptor” (with N. Maxwell). Perspectives on Economic Education Research, 3:1 (Spring, 2007), pp. 32 - 52.

“Price and Quality in the California Wine Industry: An Empirical Investigation.” Journal of Wine Economics, 1:2 (December, 2006), pp. 176-189.

“The Evolution of Baseball’s Amateur Draft” (with P. Staudohar and F. Lowenthal). NINE: Journal of Baseball, 15:1 (Fall, 2006), pp. 27 – 45.

"Book Review: *Full Count: Inside Cuban Baseball*." Journal of Sports Economics, August, 2001.

“A Game Theoretic Analysis of Owner-Player Relations.” (with L. Kahane and N. Maxwell) in Paul Staudohar (ed.) *Diamond Mines: Labor and Baseball*. Syracuse University Press, 2000.

“You Can’t Put a Price on an Award -- Or Can You? Do Consumers Pay More for Medal-Winning Wines?” Wine Business Monthly, September, 1999, p. 34.

“Grey Ladies: Another Consequence of San Francisco Rent Control,” Challenge, September-October, 1990.

“An Economic Model of the Objectives of Education” (with A.E. Cassuto), Proceedings of Conf. on Productivity and the Schools, Far West Lab. for Ed. Research and Development, San Francisco, CA, October, 1982.

“An Economic Model of Teaching Effectiveness,” American Economic Review, December, 1981.

“Inflation: Its Causes, Measurement, and Cure,” The Collegiate Forum, Winter, 1981.

“Price Determination and the Transmission of Inflation in the LINK System” (with B. Hickman), in *Modeling the International Transmission Mechanism*, J. Sawyer, ed., North Holland Press, 1979.

“Optimum Lifetime Portfolio Selection Under Uncertain Inflation,” Disc. Paper #8, Workshop on the Microeconomics of Inflation, Department of Economics, Stanford University, February, 1977.

*Great Ideas for Teaching Economics*. Case studies on the economics of the catalytic converter and the Edsel. Scott, Foresman & Co., March, 1984. Reprinted in 1988 edition.

CONFERENCE PAPERS

“The New Structure of the California Wine Industry” (with N. Schroder). Presented at first annual meeting of American Association of Wine Economists, Trier, Germany, May 23 – 25, 2007.

“A Life in Wine: Ernest Gallo, 1909 - 2007” (with N. Schroder). Presented at first annual meeting of American Association of Wine Economists, Trier, Germany, May 23 – 25, 2007.

### ELECTRONIC PUBLICATIONS

*Electronic Lectures for Principles of Economics* (Addison-Wesley, 1995). A set of 3,000 Powerpoint slides to accompany Michael Parkin's *Economics* text (third edition, Addison-Wesley, 1995).

### EDITORIAL POSITIONS

Editorial advisory board, *Journal of Sports Economics*, 2000 - 2011

### PUBLICATIONS, COMPUTER SCIENCE AND ENGINEERING

### BOOKS

*Microsoft Access 2.0 Projects for Windows*, Benjamin/Cummings Publishing Co., Redwood City, CA, 1994.

*Developing FoxPro for Windows Applications*, Addison-Wesley, December, 1993.

*Developing Paradox 4.0 Applications*, Addison-Wesley, July, 1993.

*Developing dBASE IV Applications: Programming With The dBASE Template Language*, Addison-Wesley. October, 1989. (Dutch translation, August, 1990.)

*Inside dBASE IV*, Addison-Wesley, April, 1989. (Dutch translation May, 1990. Japanese translation June, 1993.)

*Mastering dBASE III in Less Than a Day*, Prentice-Hall, Inc. November, 1985 (Japanese translation, December, 1986.)

*dBASE II For Beginners*, Prentice-Hall, Inc., January, 1985.

*Introducing VisiOn: The System, Its Concepts and Applications* (with S.R. Trost), VisiCorp Publishing, December, 1983.

### ELECTRONIC PUBLICATIONS

"It's Tax Time: We Review the Boxed Software." PCWorld.com, January 23, 2006. Available at <http://www.pcworld.com/reviews/article/0,aid,124395,00.asp>

"Online Tax Prep: An Upgrade Year" PCWorld.com, February 1, 2006. Available at <http://www.pcworld.com/reviews/article/0,aid,124538,00.asp>

"Tax Software: The Online Options" PCWorld.com, January 31, 2005. Available at <http://www.pcworld.com/reviews/article/0,aid,119471,00.asp>

"Tax Software: The Scoop on Shrink-Wrap" PCWorld.com, January 31, 2005. Available at <http://www.pcworld.com/reviews/article/0,aid,119380,00.asp>

"Tax Software: Let the Bugs Begin." PC World.com, January 31, 2005. Available at <http://www.pcworld.com/reviews/article/0,aid,119493,00.asp>

"Online Tax Preparation Takes Off" *PC World*, March, 2004. Available at <http://www.pcworld.com/news/article/0,aid,114515,00.asp>

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"Guide to DesktopTax Software." PC World Online, February, 2004. Available at <http://www.pcworld.com/news/article/0,aid,114427,00.asp>.

"Guide to Web-Based Tax Software." PC World Online, February, 2004. Available at <http://www.pcworld.com/news/article/0,aid,114426,00.asp>.

"The Decline and Fall of Arthur Anderson." WindoWatch, July, 2002. Available at <http://www.windowwatch.com>

"The Enron Collapse and Your Retirement" WindoWatch, March, 2002. Available at <http://www.windowwatch.com>

"Click Here to Calculate That Magic Income Figure" (review). PC World Online, November 10, 2000. Available at <http://www.pcworld.com/news/article.asp?aid=34644>.

"Find Professional Portfolio Tools Online" (review). PC World Online, September 4, 2000. Available at <http://www.pcworld.com/news/article.asp?aid=18327>.

"Web Offers a WindowOnWallStreet.com" (review). PC World Online, April 19, 2000. Available at <http://www.pcworld.com/news/article.asp?aid=16344>.

"On24: Not Quite Around the Clock" (review). PC World Online, September, 1999. Available at <http://www.pcworld.com/news/article.asp?aid=12537>.

"Shopping on the Web: A Cautionary Tale" in PC World Online, December 29, 1998. Available at <http://www.pcworld.com/news/article.asp?aid=9189>.

"Using RoboHELP: Parts I, II and III." WindoWatch, September, October and December, 2001. Available at <http://www.windowwatch.com>.

"Using Framemaker: Parts I, II and III." WindoWatch, March, April and June, 2001. Available at <http://www.windowwatch.com>.

"Developing Data Entry Forms With Pagemill 3.0: Parts I, II, III, and IV." WindoWatch, December, 1999 and January - March, 2000 (4 part series). Available at <http://www.windowwatch.com>.

"Access 2000 On the Web: First Steps." WindoWatch, September, 1999. Available at <http://www.windowwatch.com>.

"Using Adobe Acrobat." WindoWatch, June, 1999. Available at <http://www.windowwatch.com>.

"Web Site Development and Management with Pagemill 3.0." WindoWatch, April, 1999. Available at <http://www.windowwatch.com>.

"Windows 98 Disaster Recovery." WindoWatch, January, 1999. Available at <http://www.windowwatch.com>.

"Introducing Microsoft Access" WindoWatch, July, 1997 - March, 1998. Available at <http://www.windowwatch.com>.

"Introducing Word for Windows" WindoWatch, May, June, and July, 1997. Available at <http://www.windowwatch.com>.

ARTICLES, Computer Science

- “PAL-Edit Makes Paradox Programming Easy,” (review) DBMS, March, 1992.
- “The Lost Art of Indexing,” .dbf, September, 1991.
- “dCRYPTR: Decompilation for dBASE III Plus,” (review), .dbf, July/August, 1991.
- “Light-Bar Menus in dBASE III Plus” (with Micheal Hader), .dbf, July/August, 1991.
- “ScriptView: Documentation and Analysis Tool For Paradox,” (review), DBMS, April, 1991.
- “Valkyrie Recovers dBASE Source Code From Clipper,” (review), DBMS, March, 1991.
- “Tiny TimeWand II For Portable Bar Coding,” (review), DBMS, February, 1991.
- “Using Conditional Indexes for Easy Data Entry,” .dbf, January, 1991.
- “Multiple Simultaneous APPENDs in a Network Environment,” (with Judy Maske), .dbf, December, 1990.
- “Using Conditional Indexes to Track Network Locks in dBASE IV,” (with Judy Maske), .dbf, November, 1990.
- “Multi-user Coding Tips for dBASE IV,” .dbf, July, 1990.
- “Optimizing Queries in dBASE IV, Part II,” .dbf, June, 1990.
- “An Internal Rate of Return Program for dBASE IV,” (with Jay Parsons) .dbf, May, 1990.
- “Optimizing Queries in dBASE IV,” .dbf, April, 1990.
- “EDI Makes Global Data Interchange Possible,” InfoWorld, March 26, 1990.
- “Tips For Using the dBASE IV Applications Generator,” PC World, January, 1989.
- “Using Record Values with the Multiple Choice Function,” .dbf, December, 1989.
- “Tips For Using the dBASE IV MailMerge Report Generator,” PC World, December, 1989.
- “Techniques for Converting to dBASE IV,” PC Magazine, June 13, 1989 (Number 11).
- “Database Roundup,” PC World, June, 1989.
- “Professor DBMS” regular column in DBMS, May, 1988 - October, 1989.
- “Serving Up SQL Server (Product Preview),” PC World, April, 1989.
- “Protecting Data in dBASE IV,” DBMS, March, 1989.
- “dBASE IV: The Good,” DBMS, January, 1989.
- “Robots That Write Programs: Four Dbase Template Languages,” DBMS, December, 1988.
- “Discovering dBase III Plus” regular column in the Data Based Advisor, October, 1986 - October, 1988.

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- “Windows and Menus in dBASE IV,” Data Based Advisor, July, 1988.
- “How to Hire a Consultant,” Data Based Advisor, June, 1988.
- “dBLX,” (review), Data Based Advisor, July, 1987
- “Dac Easy Base,” (review) InfoWorld, March 30, 1987.
- “R:Bridge” (review) PC Tech Journal, October, 1986.
- “Quicksilver” (review), InfoWorld, December, 1986.
- “Recovering from Accidental Erasure of Paradox Files Using the Norton Utilities,” PAL Tech Journal (Ansa Software), October, 1986.
- “Tas-Plus” (review), InfoWorld, October 10, 1986.
- “Clipper” (review), InfoWorld, September 15, 1986.
- “Alpha/three” (review), InfoWorld, September 9, 1986.
- “File Managers for the IBM PC” (feature article), InfoWorld, September, 1986.
- “The Wiley FORTRAN Scientific Subroutine Library” (review), PC Tech Journal, May, 1986.
- “Embedded Blanks, Dates, and Character Fields: dBASE Programming Tips,” Data Based Advisor, May, 1986.
- “Dbase III Plus” (review), InfoWorld, April, 1986.
- “DB-Man: Powerful Database Manager” (review), InfoWorld, March 17, 1986
- “Practibase” (review), Data Based Advisor, April, 1986
- “Dbman” (review), InfoWorld, March 10, 1986
- “Practibase” (review), InfoWorld, February, 1986
- “Enrich Stacks Up Against Dbase III” (review), InfoWorld, January 27, 1986
- “Db Report Writer Easy to Handle, But Limited” (review), InfoWorld, January 27, 1986
- “Difficult Dbase Reports Become Much Simpler in Quickreport” (review), InfoWorld, February, 1986.
- “Commodore's Amiga Potent, But Troubled” (review), InfoWorld, December 16, 1985.
- “NEC Pinwriter: Quality Shows in Dot-Matrix Market Entry” (review), InfoWorld, December 9, 1985
- “Practibase: Power At a Practical Price” (review), InfoWorld, November 25, 1985
- “Epson DX-35: A Sound Entry in Daisy-Wheel Printer Market” (review), InfoWorld, November 18, 1985
- “The Bondwell Laptop Portable” (review), InfoWorld, October, 1985.

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“The HP Portable Plus” (review), InfoWorld, October, 1985.

“The Panasonic Executive Partner” (review), InfoWorld, September, 1985.

“Tough: HP Touchscreen II” (review), InfoWorld, September, 1985.

“Saywhat?! -- A New Screen Formatter and Loader for dBASE II/III” (review), Data Based Advisor, November, 1985.

“The NEC e.l.f Printer” (review), InfoWorld, June 8, 1985.

“Using SET RELATION TO For Data Validation in dBASE III,” Data Based Advisor, March, 1985.

“The Lake Avenue Accounting System” (review), Data Based Advisor, February, 1985.

“Knowledge Man: Burly, But Costly” (review), InfoWorld, April 23, 1985.

“Mind Prober” (review), InfoWorld, December, 1984.

“The IBM PCjr, Revised Version” (review), InfoWorld, November, 1984.

“The Mindset Personal Computer” (review), InfoWorld, July, 1984.

“Seven Utilities for dBASE II,” PC Tech Journal, June, 1984.

“ABSTAT: Statistics for dBASE II,” PC Tech Journal, June, 1984.

“Bank Street Speller” (review), InfoWorld, June, 1984.

*The Best of IBM PC Software* (S.R. Trost, ed.) Chapters on six database management programs and three accounting systems, Sybex Publishing, Berkeley, CA, January, 1984.

COMMUNITY ACTIVITIES

Editor, *Among Friends*, 2004-2005. Friends of the San Carlos Library, San Carlos, CA.