



Das kleine Wirtschafts-Heureka: Ökonomische Geistesblitze für zwischendurch (German Edition)

Hanno Beck

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Alltagstauglich - Ökonomische Erkenntnisse, die in jede Reisetasche passen

Heureka - das ist der Schlachtruf aller Wissenschaftler, denen das Schicksal eine Lösung für ein langgehegtes Problem in den Schoß gelegt hat. Oftmals finden wir Antworten auf spannende Fragen, indem wir in Bildern denken, Vergleiche anstellen, Parallelen ziehen - genauso wie damals Archimedes, dem beim Anblick seines Badewassers der entscheidende Geistesblitz kam.

Wenn wir also verstehen wollen, wie etwas funktioniert, machen wir uns ein Bild - wir vergleichen die lahrende Wirtschaft mit einem stotternden Automotor und verstehen sofort, was ein Konjunkturprogramm kann oder nicht. Mit Hilfe solcher einfachen Bilder lässt sich auch die Ökonomie besser verstehen.

Hanno Beck erklärt in knappen, kurzweiligen und bildhaften Geschichten die Welt der Wirtschaft, so dass sich auch beim Leser schnell ein angenehmes Heureka-Gefühl einstellt.

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