

The 21st Century Economy



The

21ST CENTURY ECONOMY

A BEGINNER'S GUIDE

WITH 101 EASY-TO-MASTER TOOLS FOR SURVIVING
AND THRIVING IN THE NEW GLOBAL MARKETPLACE

RANDY CHARLES EPPING

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A comprehensive guide to understanding today's global economy from the author of the bestselling *A Beginner's Guide to the World Economy*.

While reporting on today's world, business and mainstream media alike use terms and mention trends that even the savviest consumer may find baffling. In his latest book, Randy Charles Epping uses compelling narratives and insightful analogies to clearly and concisely explain the rapidly changing way business is done in the twenty-first century, without a single chart or graph.

Epping defines key ideas and commonly used words and phrases like:

- Carbon footprint
- WTO
- Economy of scale
- NAFTA
- Outsourcing

Epping also illustrates how central banks help navigate global crises and drive the global economy, discusses the benefits of Green Economics, shows how trade wars can be avoided, and explains the virtual economy, where multimillion dollar transactions take place in the blink of an eye.

Complete with 89 easy-to-master tools for surviving and thriving in the new global marketplace and an extensive glossary, *The 21st Century Economy—A Beginner's Guide* is essential reading for anyone interested in understanding the complex economy of the world in which we live.

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目录:

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