

99 INGENUOUS INFOGRAPHICS THAT PUT IT ALL TOGETHER



— THE —

GLOBAL ECONOMY AS YOU'VE NEVER SEEN IT

Thomas Range and Jan Schwochow with Adrian Garcia-Landa

See the global economy as you never have before in this fully illustrated, full-color, ingeniously constructed tour of all its key components, deconstructed piece by piece in 99 illuminating infographics.



Thomas Ränge



Jan Schwochow,

writes regularly for *The Economist* and is the technology correspondent of the German business magazine *brand eins*. He's the author of twelve nonfiction books, for which he's received numerous awards, including the *Financial Times* Business Book Award.

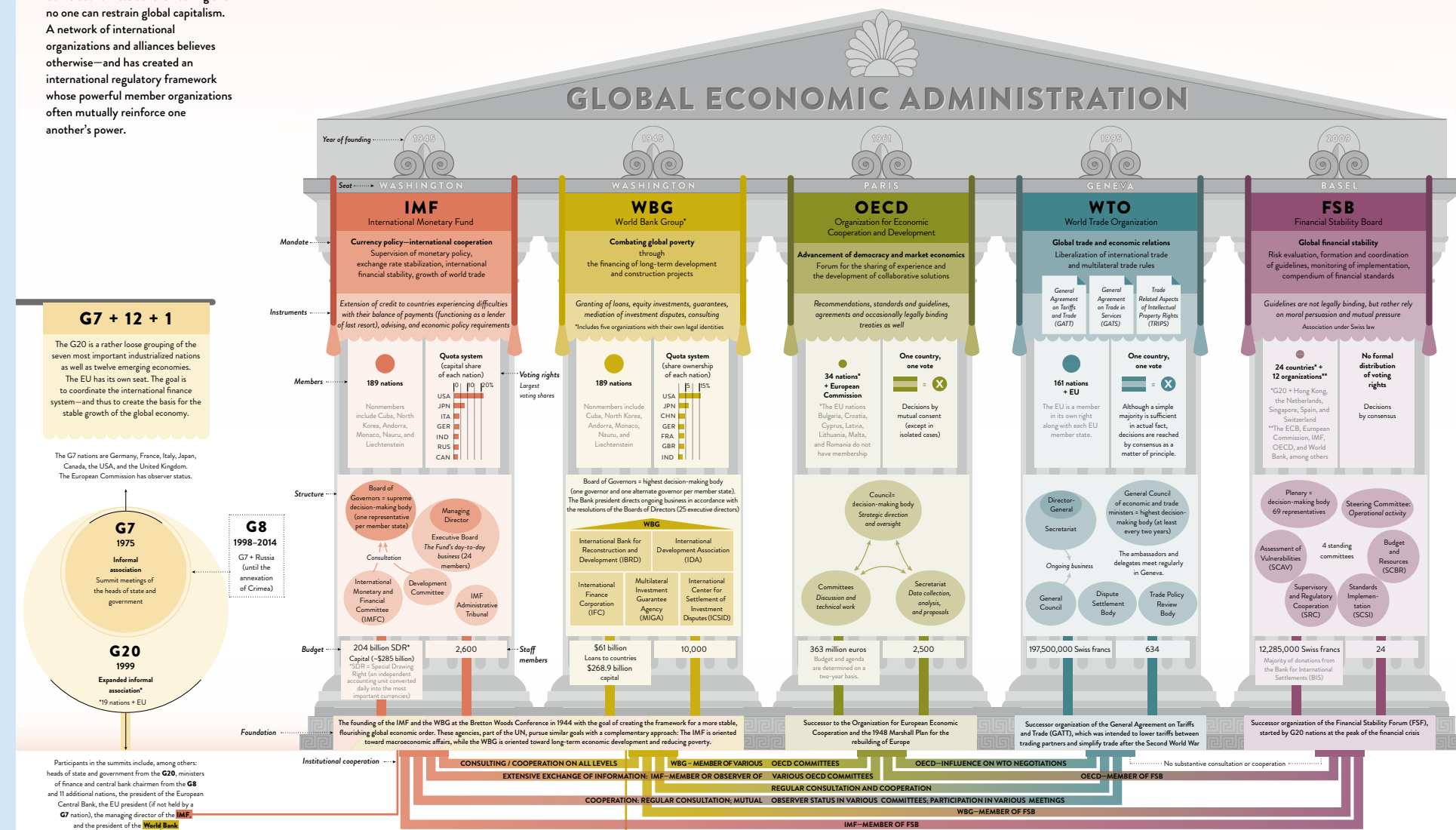
an infographic specialist, was the art director of *Stern* magazine's infographics and today is the founder and CEO of the Infographics Group, which has received numerous awards. He's the author of the bestsellers *Understanding Germany* and the *100 + 1 Facts* series.

The global economy is a complex, world-spanning, layer-upon-layer-upon-layer behemoth; one could argue that there's almost nothing in our lives that isn't in some way connected to the worlds of business and finance. And yet few of us truly understand it—even the world's foremost economists can't seem to agree on how it runs.

The Global Economy As You've Never Seen It shows how the economy works in 99 brilliantly illustrated infographics

that everyone can understand. From labor to business to finance to theory, and from the things you buy and the way you buy them to the way everything is made, authors Jan Schwochow and Thomas Ränge bring to life every facet of the web of economics that makes the world run. With its endlessly varied, information-rich visuals, this book invites us to see the economy differently—and to finally understand how it all fits together.

Some economists believe nothing and no one can restrain global capitalism. A network of international organizations and alliances believes otherwise—and has created an international regulatory framework whose powerful member organizations often mutually reinforce one another's power.



Participants in the summits include, among others: heads of state and government from the G20; ministers of finance and central bank chairmen from the G8 and 11 additional nations; the president of the European Central Bank; the EU president (if not held by a G7 nation); the managing director of the IMF; and the president of the World Bank.

99

impeccably researched, brilliantly illustrated infographics are divided into seven sections:

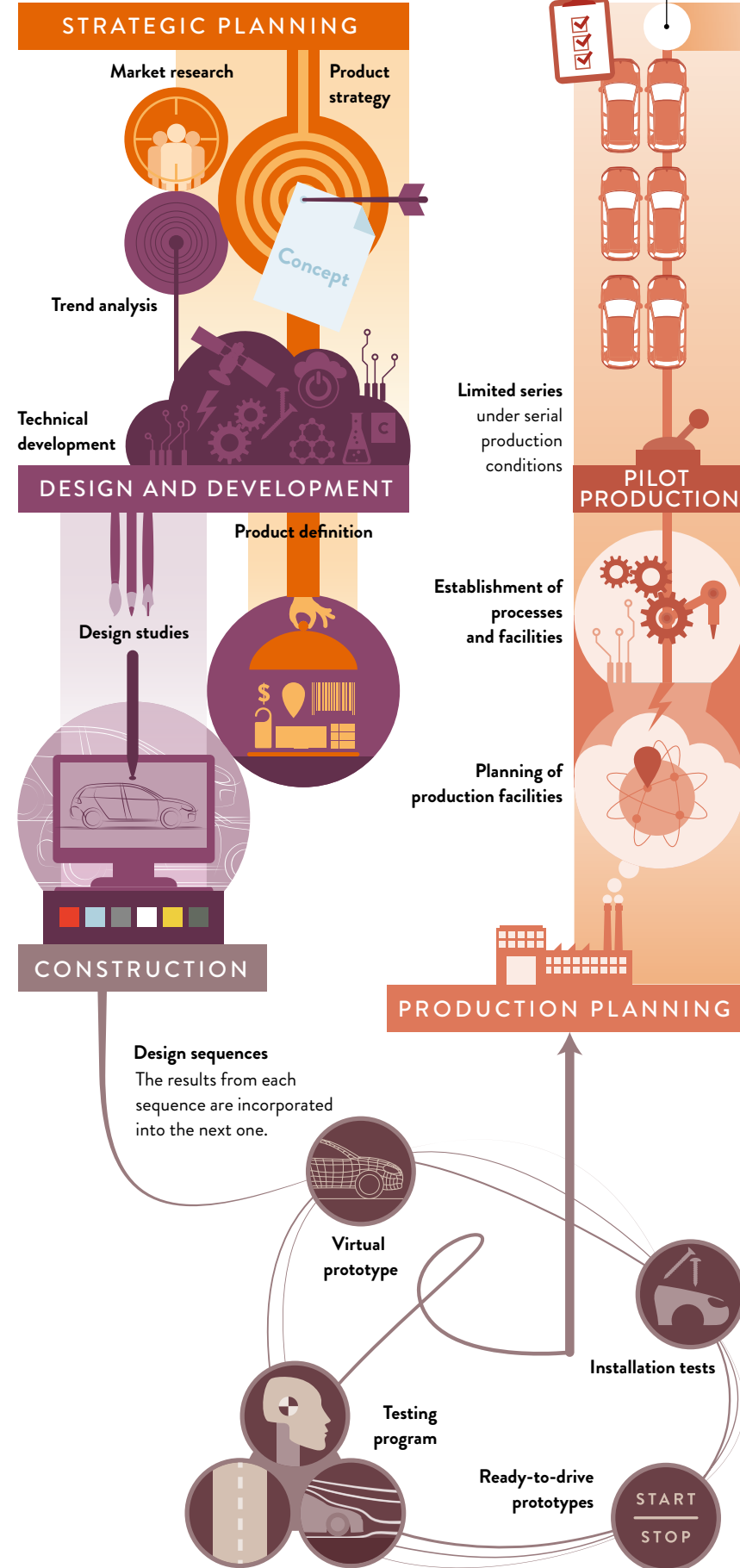
- The Individual
- The Company
- The National Economy
- The Global Economy
- Theory
- Environment & Resources
- The Future



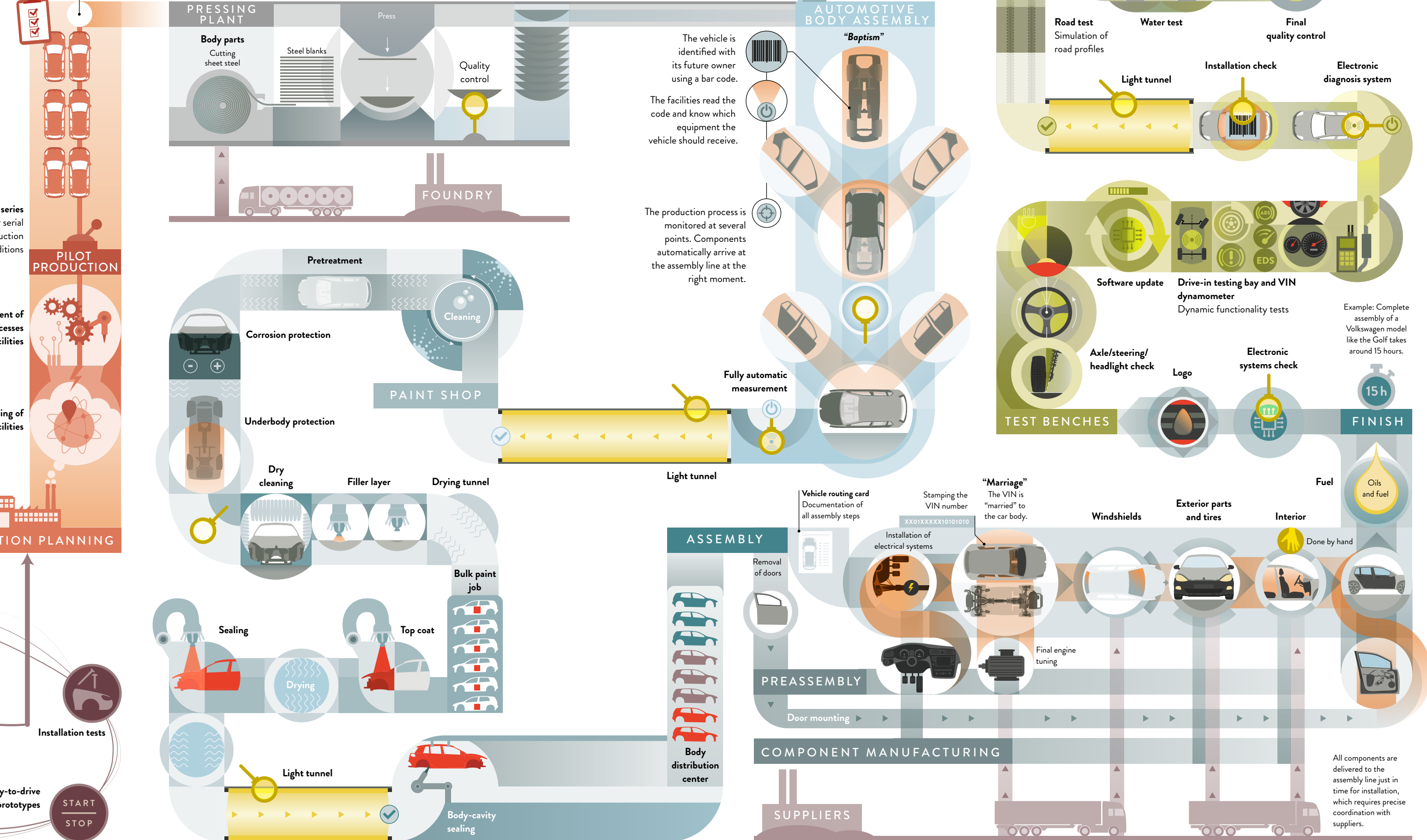
HOW IS A CAR MADE?

It takes three to seven years from strategic deliberations to the delivery of a new model. The exact sequence of this complex process is a little different with each manufacturer. The prototypical process looks like this:

DEVELOPMENT PROCESS



MANUFACTURING PROCESS

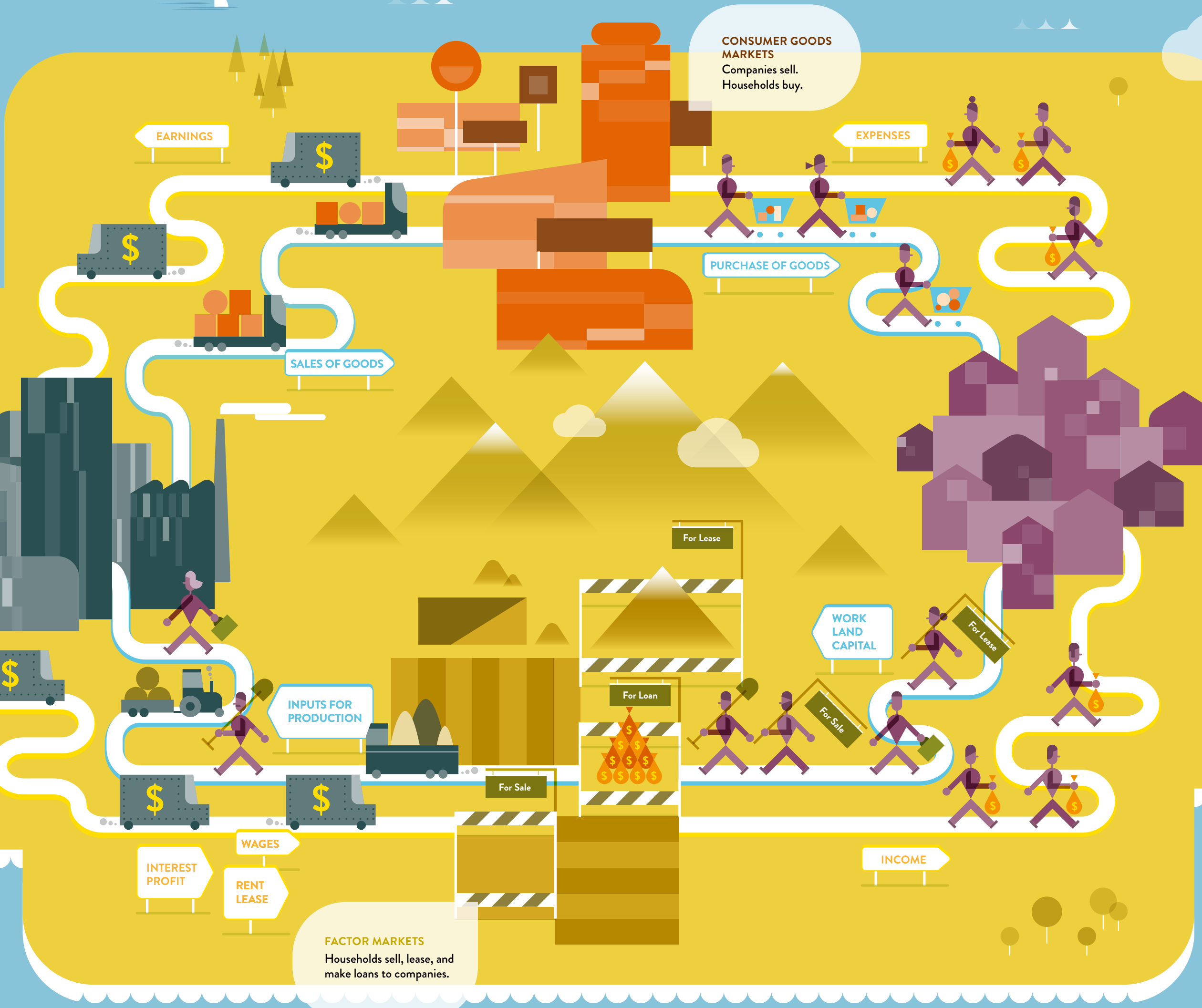


MONEY FLOWS

Companies produce. To do so, they use labor, land, and capital. Private households consume. To do so, they have to sell labor, lease land, and loan money. In this way, two money flows with equivalent value are created. The economist Herbert Spenser represents them as two inverse cycles. Interaction takes place on the “factor markets” and “consumer goods markets.”

COMPANIES
Companies produce goods and sell them. For this, they need employees, who are also consumers.

HOUSEHOLDS
Private households sell “factor services” (primarily their labor). With the proceeds, they then buy companies’ goods (in whose production they take part).



FACTOR MARKETS
Households sell, lease, and make loans to companies.

What are trusts?

A trust designates cooperation among large companies to dominate a market. They can use their combined power to undermine competition by fixing prices, output, or market share, which is illegal—at least since the Sherman Act of 1890, which gave the US government the right to examine if market-distorting cooperation exists and the power to dismantle it. Hence its more common name, antitrust or trust-buster legislation. Companies forming a trust usually agree behind closed doors on ...

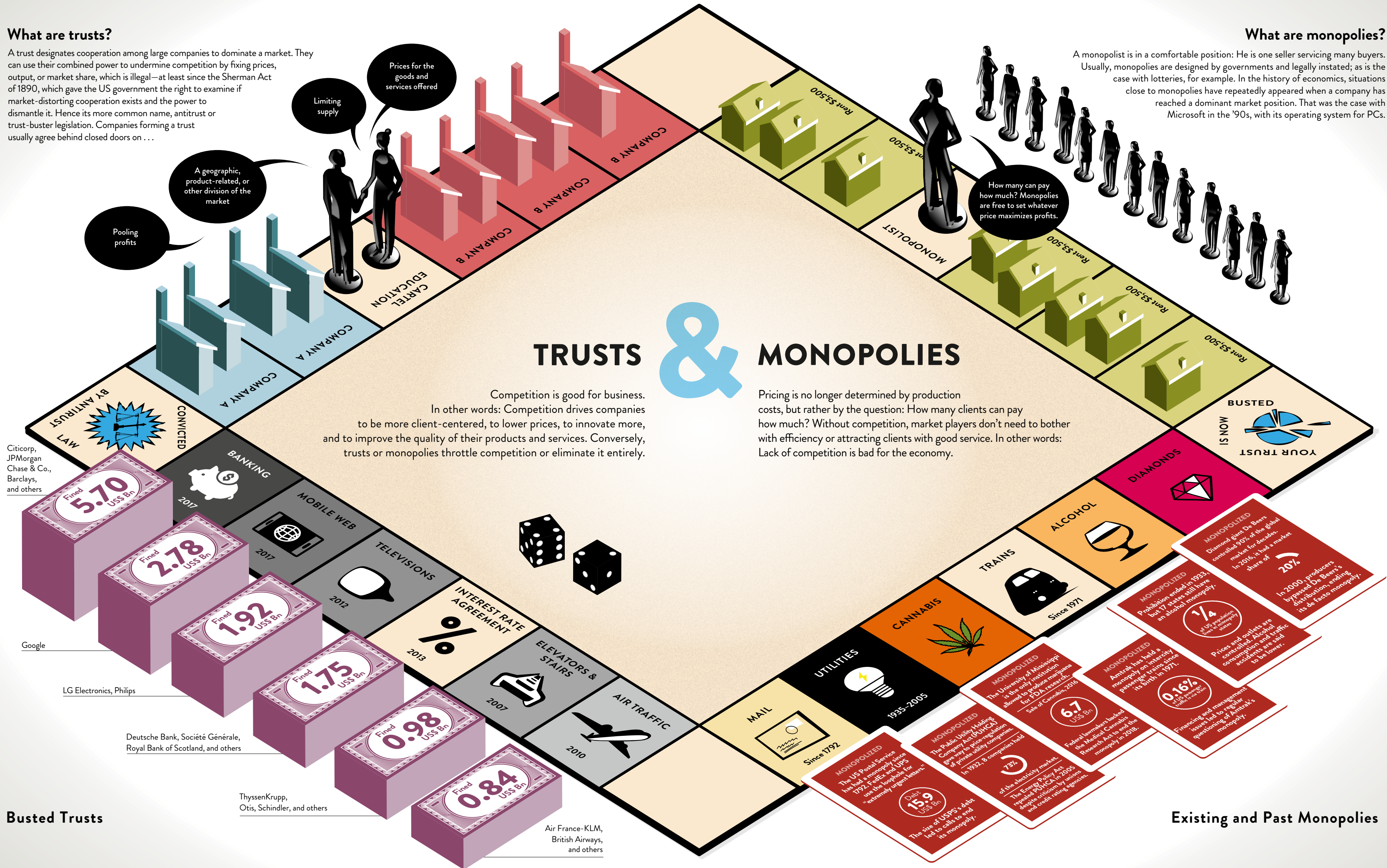
What are monopolies?

A monopolist is in a comfortable position: He is one seller servicing many buyers. Usually, monopolies are designed by governments and legally instated; as is the case with lotteries, for example. In the history of economics, situations close to monopolies have repeatedly appeared when a company has reached a dominant market position. That was the case with Microsoft in the '90s, with its operating system for PCs.

TRUSTS & MONOPOLIES

Competition is good for business. In other words: Competition drives companies to be more client-centered, to lower prices, to innovate more, and to improve the quality of their products and services. Conversely, trusts or monopolies throttle competition or eliminate it entirely.

Pricing is no longer determined by production costs, but rather by the question: How many clients can pay how much? Without competition, market players don't need to bother with efficiency or attracting clients with good service. In other words: Lack of competition is bad for the economy.



Busted Trusts

Existing and Past Monopolies

Citicorp, JPMorgan Chase & Co., Barclays, and others

Google

LG Electronics, Philips

Deutsche Bank, Société Générale, Royal Bank of Scotland, and others

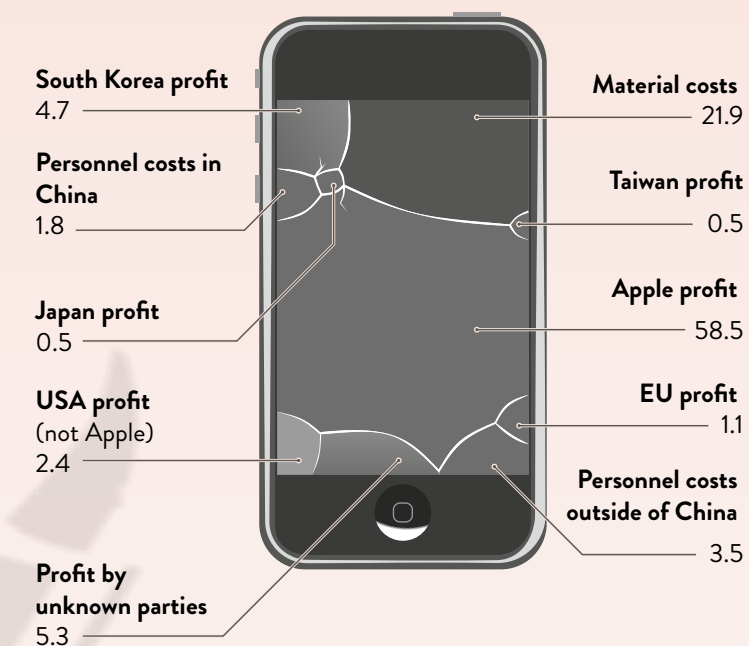
ThyssenKrupp, Otis, Schindler, and others

Air France-KLM, British Airways, and others

WHO DELIVERS THE GOODS? WHO EARNS THE MONEY?

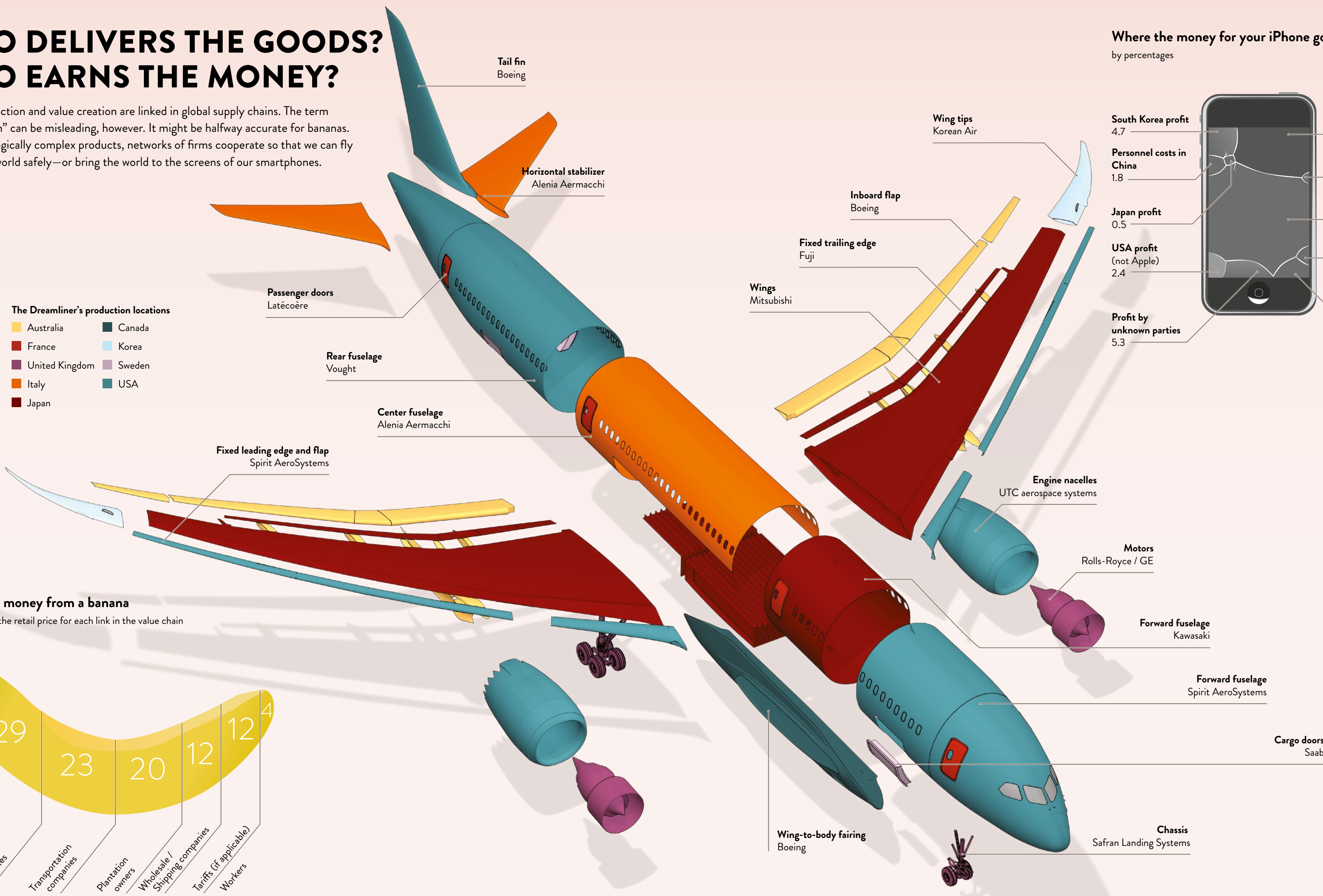
Today, production and value creation are linked in global supply chains. The term “supply chain” can be misleading, however. It might be halfway accurate for bananas. For technologically complex products, networks of firms cooperate so that we can fly around the world safely—or bring the world to the screens of our smartphones.

Where the money for your iPhone goes by percentages



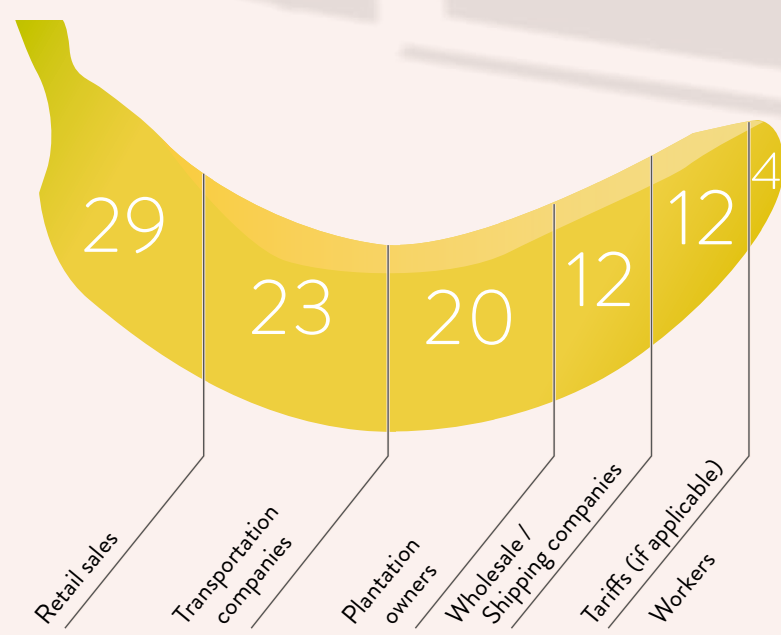
The Dreamliner's production locations

- Australia
- France
- United Kingdom
- Italy
- Japan
- Canada
- Korea
- Sweden
- USA



Who earns money from a banana

Percentage of the retail price for each link in the value chain in percent

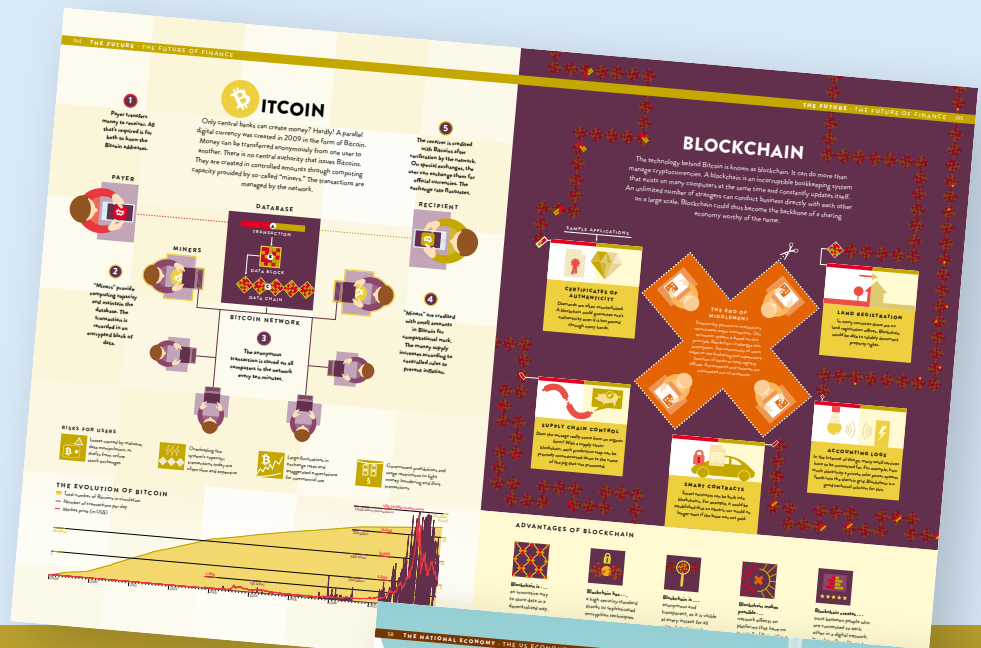
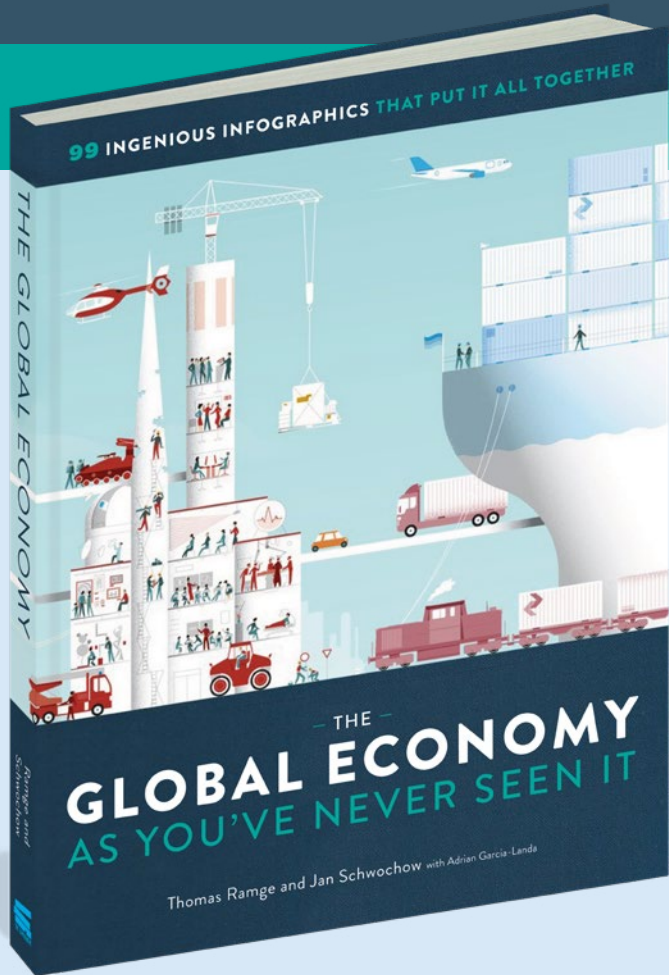


For anyone who's curious about how the global economy works, and who wants everything explained in the most accessible, least technical way possible

SHIPPING IN OCTOBER

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A highly desirable gift book with coffee table-worthy graphics and an atlas-size trim

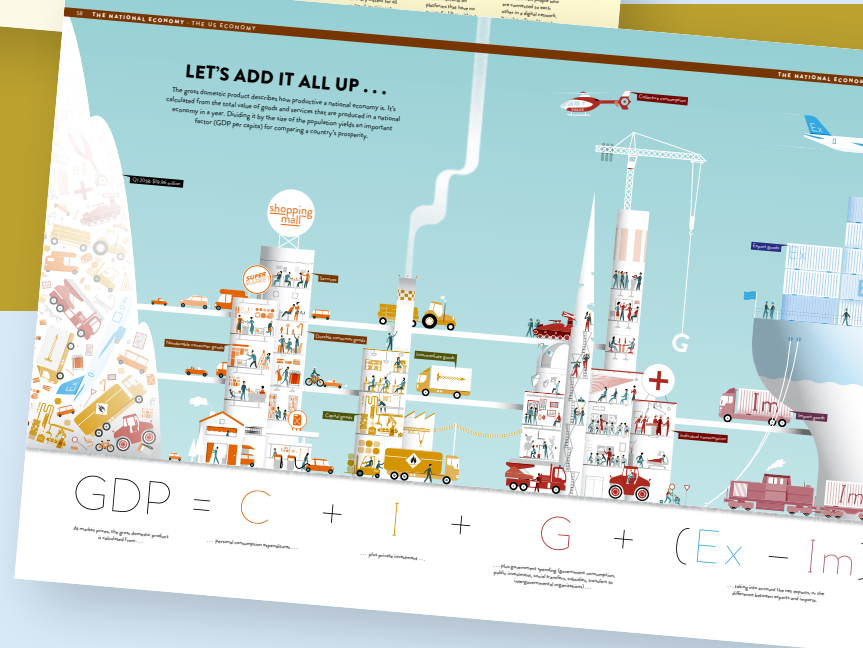
PRAISE FOR THE GERMAN EDITION

“An economic atlas for those who want to explore the complex world of economics and its protagonists”—*The Standard*

“Opulent, fact-rich eye candy”—*Management Journal*

“Vivid”—*Schweizer Radio und Fernsehen*

“A book that shows what business really is: full of colorful life. . . . Some graphics are so successful they ought to be hung in the living room.”—*Handelsblatt*



PUBLICITY CONTACT

Jennifer Hergenroeder

212.889.1659 ext. 14

jennifer@theexperimentpublishing.com



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