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Signals: How Everyday Signs Can Help Us Navigate the World's Turbulent Economy (Hardback)

By Dr. Pippa Malmgren

Orion Publishing Co, United Kingdom, 2016. Hardback. Book Condition: New. 237 x 164 mm. Language: English . Brand New Book. SIGNALS is the story of the world economy, told in the language of everyday objects, places and events - from magazine covers and supermarkets to public protests. A tour de force Lord Rose, former CEO and Chairman of Marks Spencer Dr Pippa Malmgren's book is essential reading Dr Liam Fox, former British Defence Minister Better than Piketty James Galbraith, Chair of Government and Business at the University of Texas Pippa Malmgren argues that by being alert to the many signals around us, we can be empowered to deal with the varied troubles and treasures the world economy inevitably brings. Economics is not just maths and data. Perfume and makeup are part of the world economy too. Signals will help you understand why the size of chocolate bars, steaks and apartments are shrinking. It explains why the government says we face deflation yet everyone feels their cost of living is rising and their standard of living is falling. Rising protein prices are felt not just during your weekly shop but by the leaders of emerging markets who are obliged to...



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