

Jan Schwochow | Thomas Ramge

# WIRTSCHAFT VERSTEHEN

Eine Einführung in 111 Infografiken

Econ

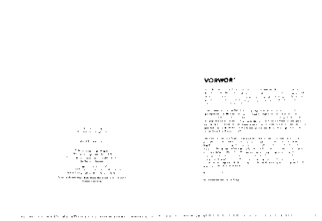


Seite • Thema  
KAPITEL

2-3 • Innen-Titel



4-5 • Vorwort

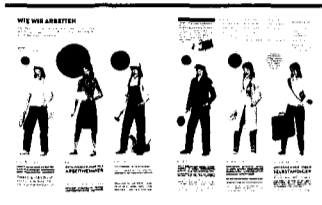


Sie befinden sich hier!

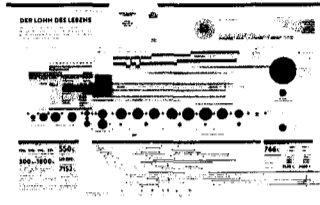
# I DER MENSCH

## DER MITARBEITER

12-13 • Mitarbeiter-Typen

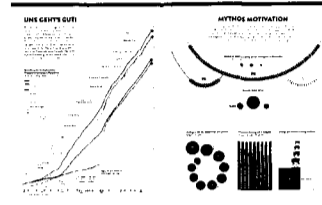


14-15 • Ausbildung, Lohn und Gehalt



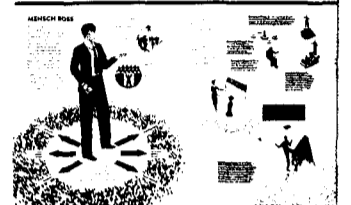
16 • Einkommen

17 • Motivation



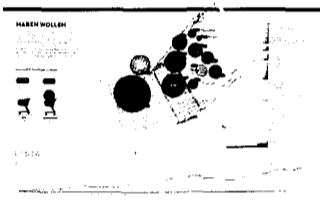
## DER CHEF

18-19 • Führungskräfte

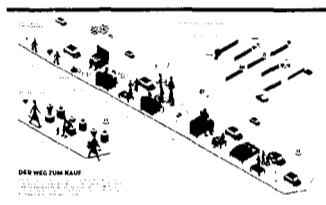


## DER VERBRAUCHER

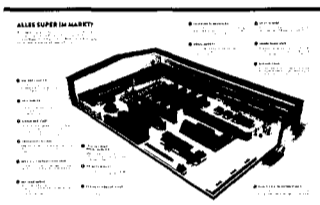
26-27 • Konsumausgaben



28-29 • Die Customer Journey

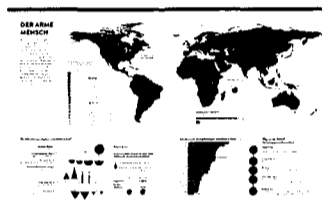


30-31 • Der Supermarkt



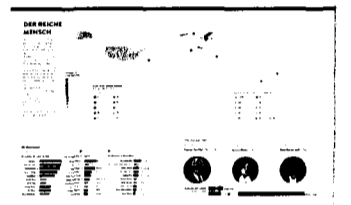
## DER ARME MENSCH

32-33 • Armut



## DER REICHE MENSCH

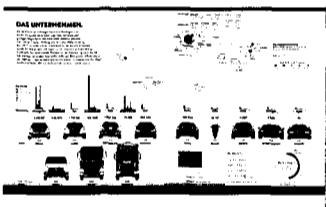
34-35 • Reichtum



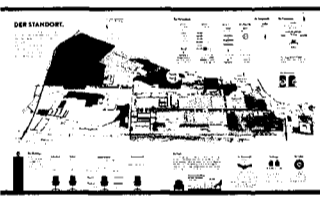
# II DAS UNTERNEHMEN

## UNTERNEHMEN

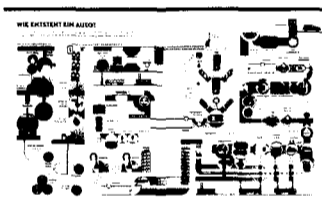
42-43 • Volkswagen



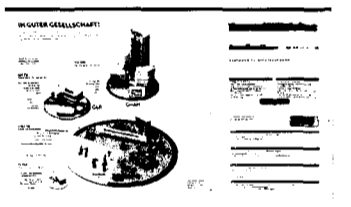
44-45 • Der Standort



46-47 • Wie entsteht ein Auto?

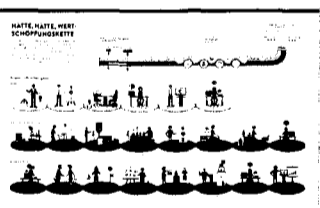


48-49 • Gesellschaftsformen (I)

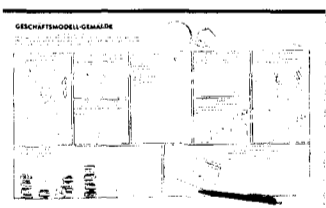


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56-57 • Die Wertschöpfungskette



58-59 • Business Model Canvas

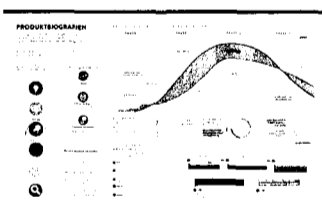


## DAS PRODUKT

60-61 • Tops und Flops

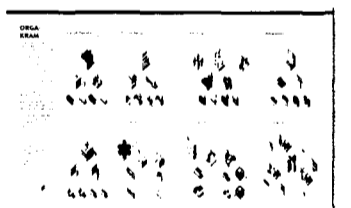


62-63 • Der Produktzyklus



## DIE ORGANISATION

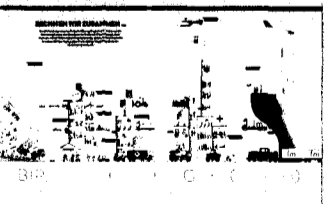
64-65 • Die Hierarchie im Unternehmen



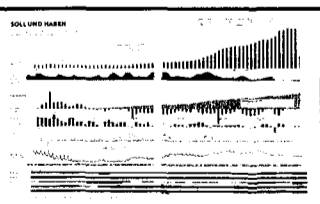
# III DIE VOLKS- WIRTSCHAFT

## DIE DEUTSCHE WIRTSCHAFT

78-79 • Das Bruttoinlandsprodukt

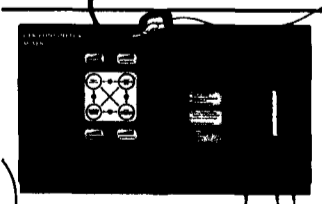


80-81 • Deutsche Wirtschaft in Zahlen

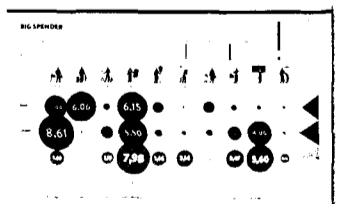


## STAAT UND POLITIK

82-83 • Wirtschaftspolitik

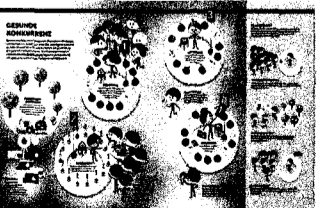


84-85 • Bruttoinvestitionen

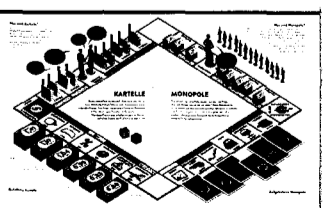


## DER WETTBEWERB

90-91 • Marktwirtschaft

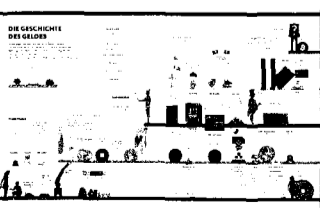


92-93 • Kartelle und Monopole

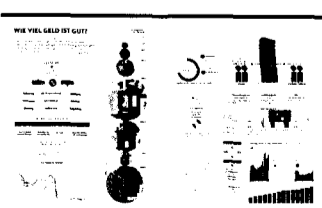


## DAS GELD

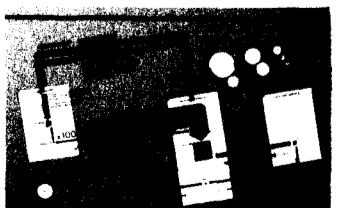
94-95 • Die Geschichte des Geldes



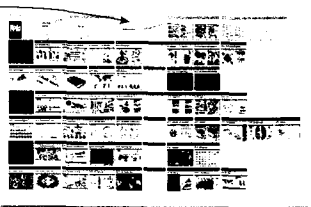
96-97 • Die Geldmenge



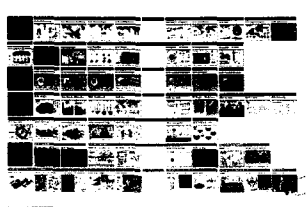
98-99 • Der Weg des Geldes



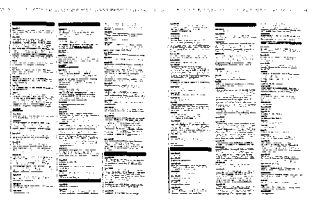
6-7 • Kapitel I bis III



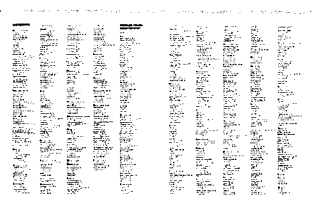
8-9 Kapitel IV bis VII



230-231 • Quellen



232-233 • Register

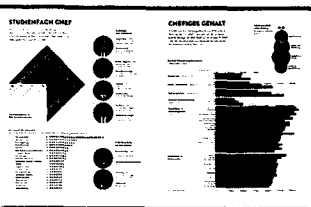


235 • Beteiligte



### DER SELBSTÄNDIGE

20 • Ausbildung

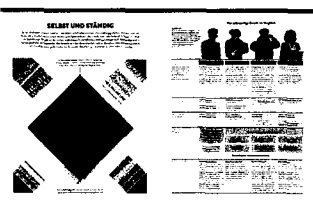


21 • Verdienst

22-23 • Das Zielvereinbarungsgespräch



24-25 • Freiberufliche Tätigkeiten

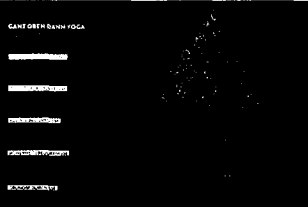


### ARBEIT, GELD UND GLÜCK

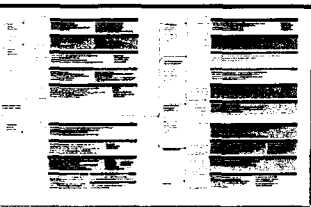
36-37 • Über- und Unterforderung



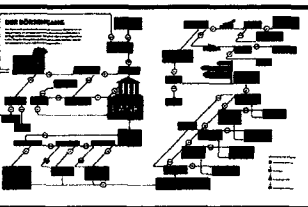
38-39 • Die Bedürfnisse des Menschen



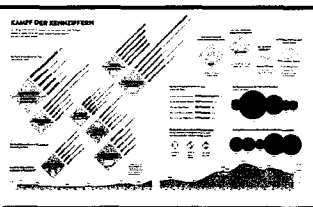
50-51 • Gesellschaftsformen (2)



52-53 • Aktien

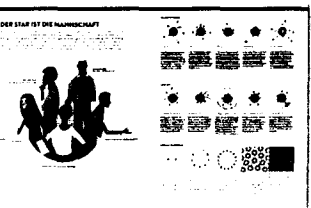


54-55 • Konzerne



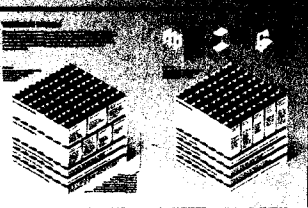
### DAS TEAM

66-67 • Mitarbeiter im Unternehmen



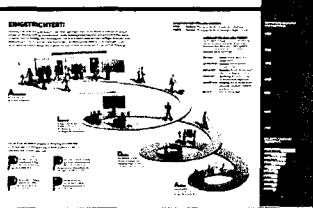
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68-69 • Die Bilanz

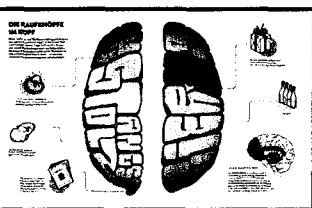


### DIE KUNDEN

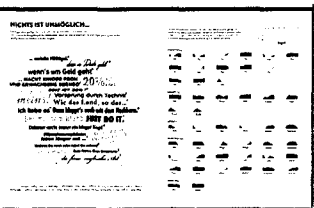
70-71 • Das Marketing



72-73 • Neuromarketing

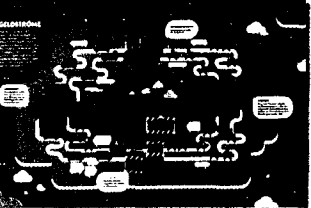


74-75 • Werbung

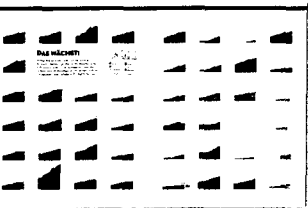


### DAS WACHSTUM

86-87 • Geldströme

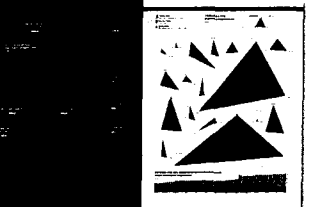


88-89 • BIP pro Kopf

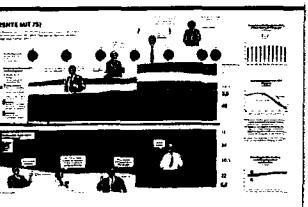


### DER ARBEITSMARKT

100-101 • Sektoren

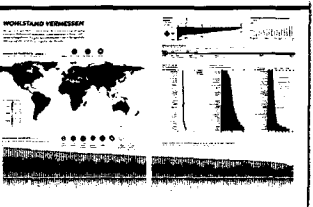


102-103 • Beschäftigung



### DER WOHLSTAND

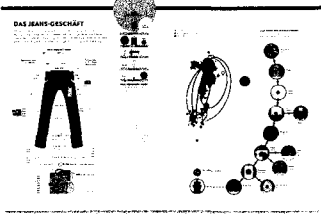
104-105 • Glück



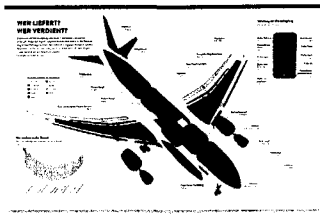
# IV DIE WELT- WIRTSCHAFT

## DIE GLOBALE PRODUKTION

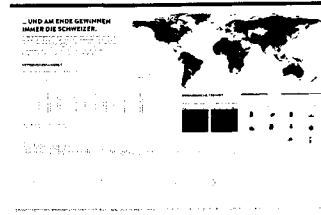
108-109 • Die Globalisierung



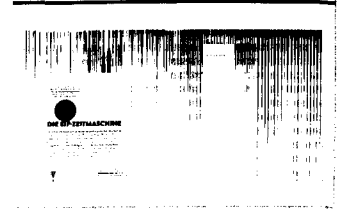
110-111 • Produktion und Wertschöpfung



112-113 • Wettbewerbsfähigkeit



114-115 • Die BIP-Zeitmaschine

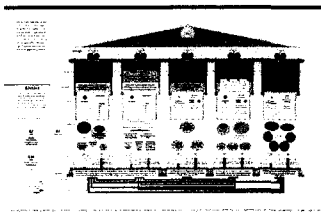


# DIE INSTITUTIONEN

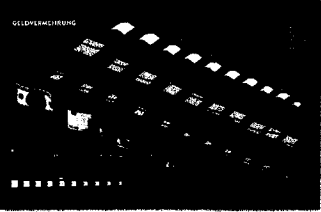
## DER GLOBALE FINANZMARKT

## MULTIS UND MARKEN

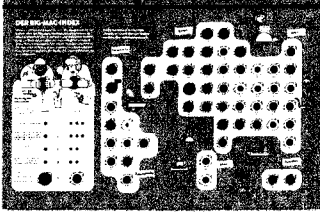
126-127 • Internationale Organisationen



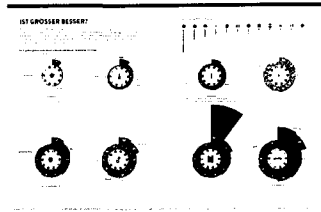
128-129 • Banken, Börsen und Investitionen



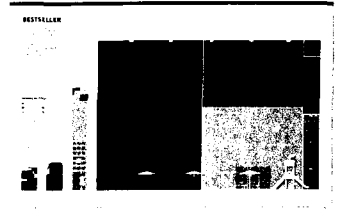
130-131 • Kaufkraftparität



132-133 • Global Player



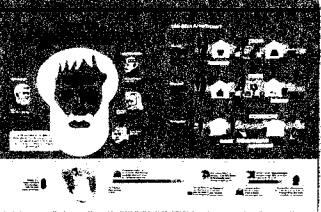
134-135 • Bestseller



# V DIE THEORIE

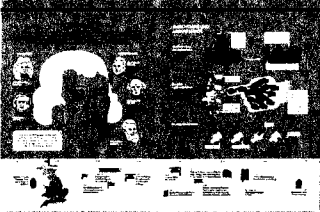
## ARISTOTELES

144-145 • Drei Ideen zur Wirtschaft



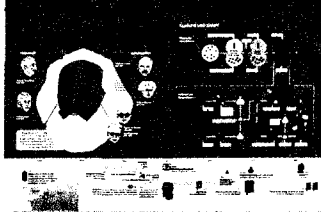
## ADAM SMITH

146-147 • Unsichtbare und andere Hände



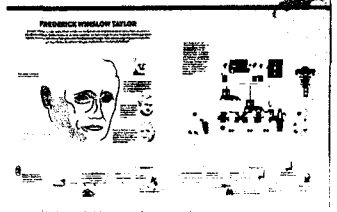
## KARL MARX

148-149 • Klassen und Kampf



## F. W. TAYLOR

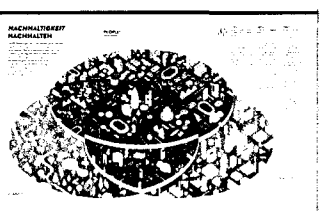
150-151 • Messen und Managen



# VI UMWELT & RESSOURCEN

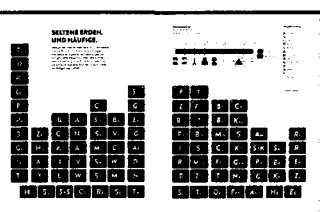
## NACHHALTIGKEIT

160-161 • Nachhalten

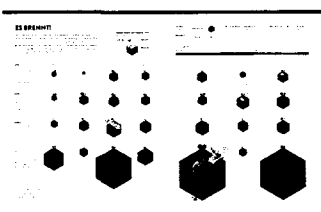


## RESSOURCEN

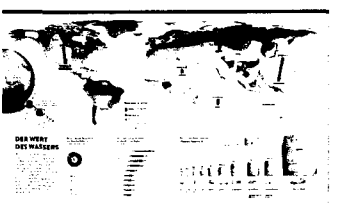
162-163 • Rohstoffe und Bodenschätze



164-165 • Fossile Brennstoffe



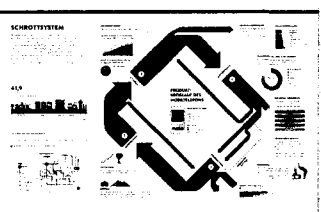
166-167 • Wasser



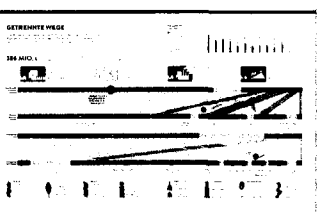
## ABFALL UND RECYCLING

## UMWELTWIRTSCHAFTSPOLITIK

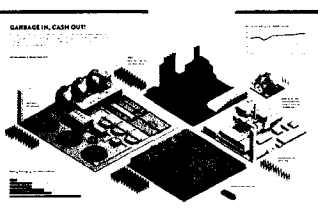
178-179 • Elektroschrott



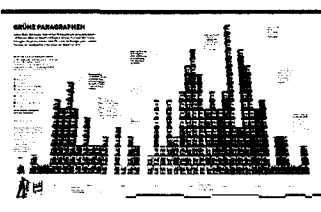
180-181 • Mülltrennung



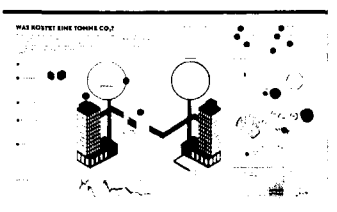
182-183 • Entsorgungswirtschaft



184-185 • Gesetze und Verordnungen

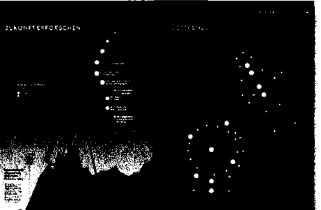


186-187 • CO<sub>2</sub>-Handel



# VII DIE ZUKUNFT

194 • Trendforschung

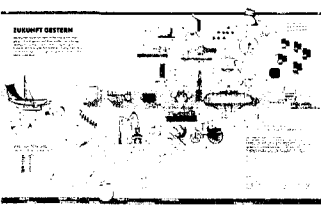


195 • Megatrends

196-197 • Megatrends

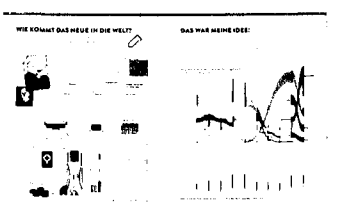


198-199 • Geschichte der Innovationen

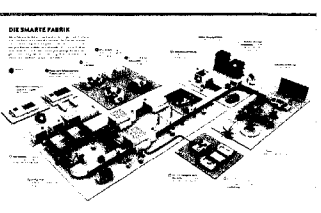


200 • Das Neue

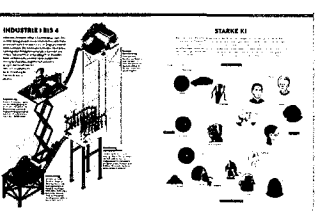
201 • Patente



210-211 • Die Smart Factory

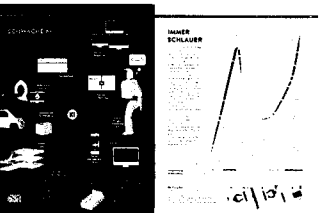


212 • Industrie 4.0



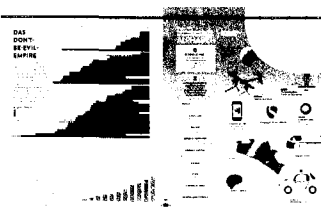
213 • Starke KI

214 • Schwache KI

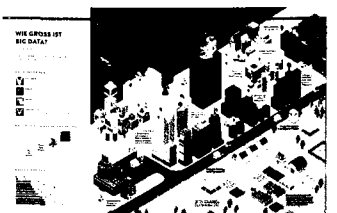


215 • KI-Geschichte

216-217 • Google und Alphabet

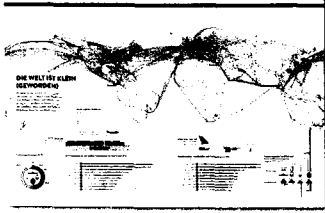


218-219 • Big Data

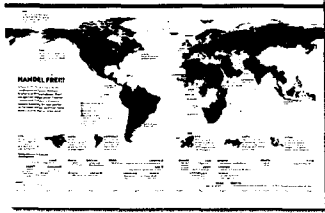


## DER WELTHANDEL

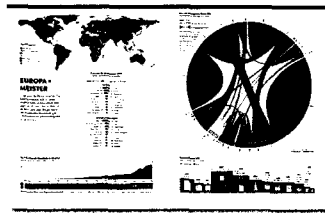
116-117 • Menschen- und Warenströme



118-119 • Handelsabkommen

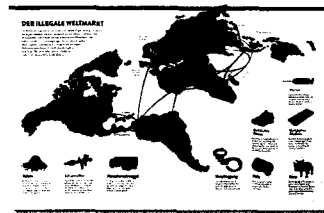


120-121 • Export



## DER ILLEGALE WELTMARKT

122-123 • Organisiertes Verbrechen



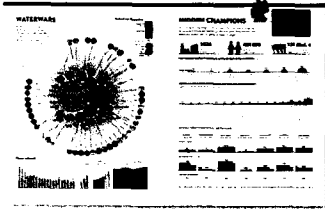
124-125 • Moderne Sklaverei



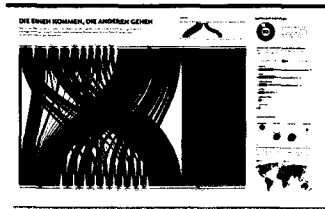
## TALENTVERTEILUNG UND ARBEITSMIGRATION

136 • Wassermarkt

137 • Champions

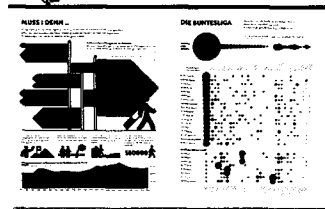


138-139 • Migration weltweit



140 • Auswandern

141 • Fußball



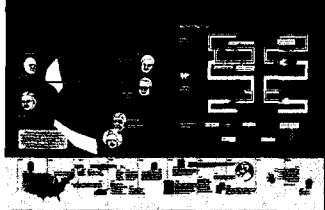
## J. M. KEYNES

152-153 • Antizyklische Wirtschaftspolitik



## MILTON FRIEDMAN

154-155 • Money Matters



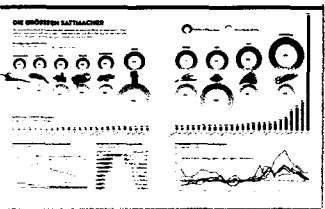
## AMARTYA SEN

156-157 • Ökonomie für den Menschen



## LAND- UND LEBENSMITTELWIRTSCHAFT

168-169 • Agrarrohstoffe



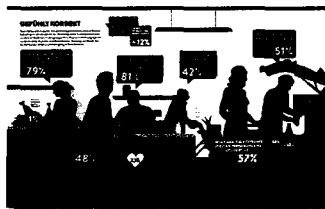
170 • Biologisch

171 • Gentechnisch

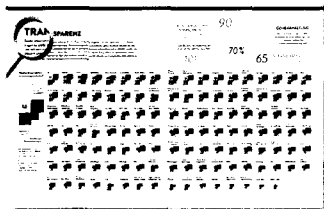


## WIRTSCHAFTSETHIK

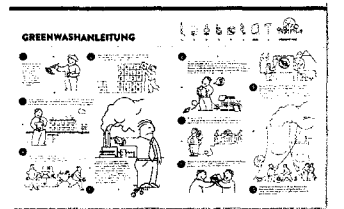
172-173 • Fairer Handel



174-175 • Transparenz

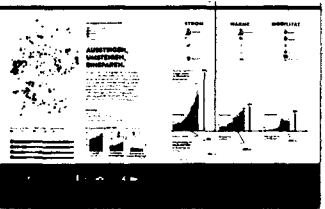


176-177 • Greenwashing

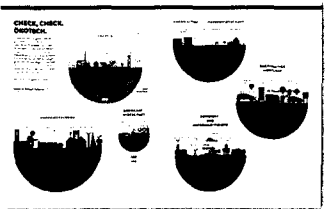


## GREENTECH

188-189 • Die Energiewende

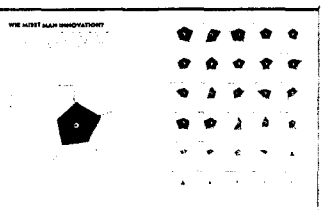


190-191 • Verdienen durch Sparen

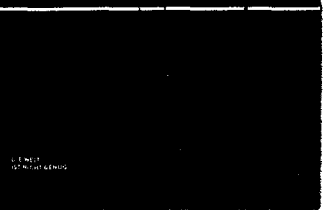


## DIE DIGITALISIERUNG

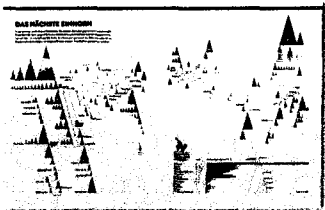
202-203 • Wettbewerbsfähigkeit



204-205 • Elon Musk



206-207 • Unicorns

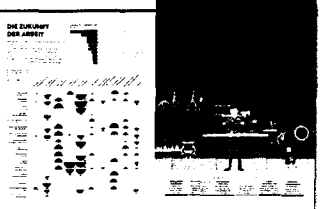


208-209 • Disruption / Transformation

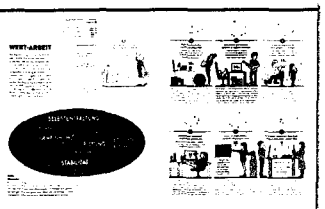


## DIE ZUKUNFT DER ARBEIT

220-221 • Wie wollen wir arbeiten?

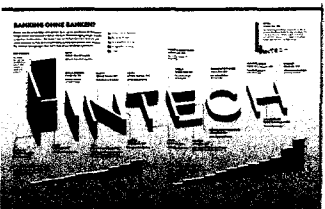


222-223 • Wertewelt



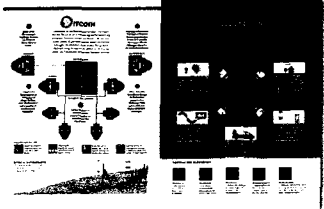
## DIE ZUKUNFT DER BANKEN

224-225 • FinTech



226 • Bitcoin

227 • Blockchain



## DAS BESTE

234-237 • Luxury Communism

