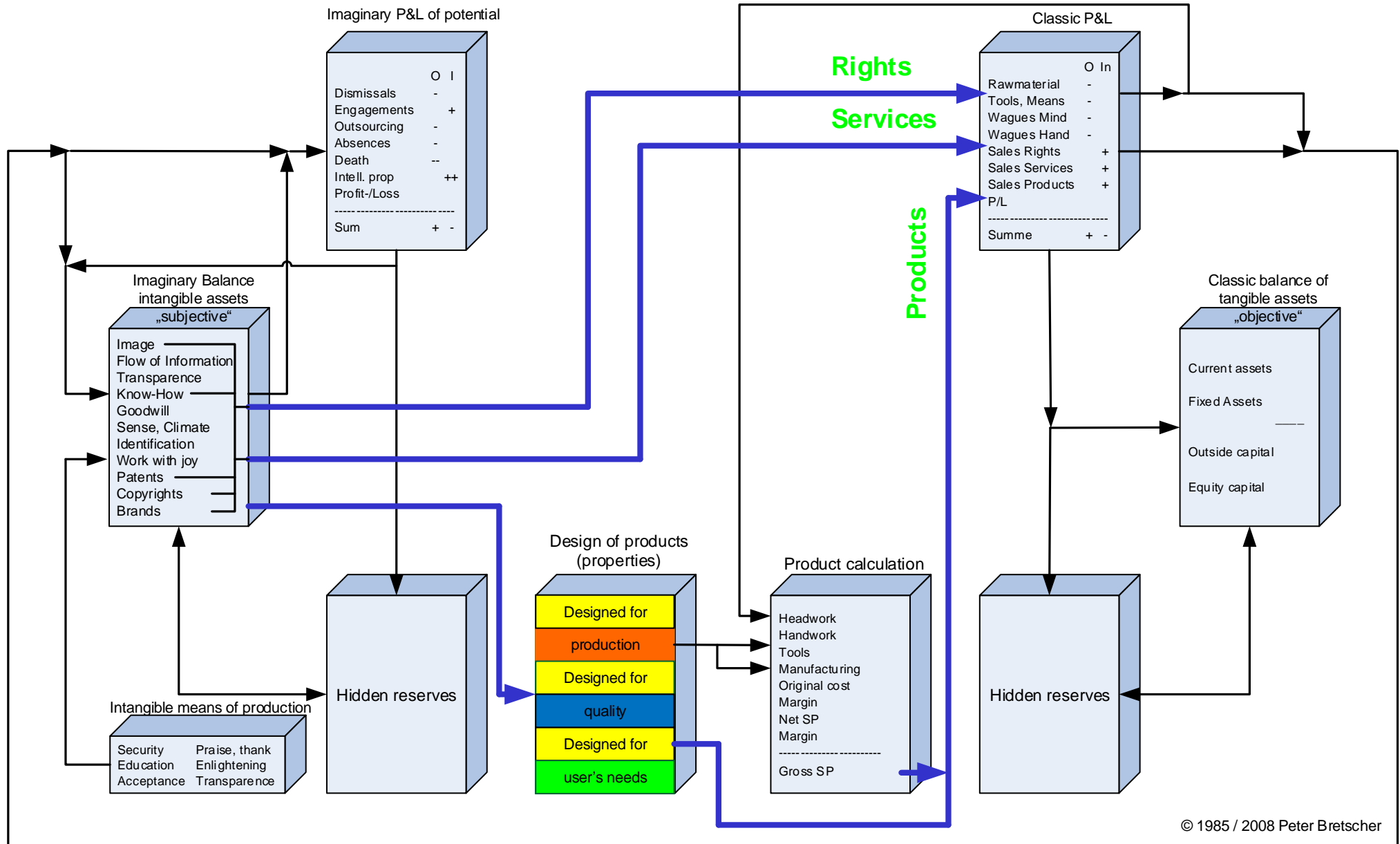


# „imaginary“ business economics

# „traditional“ business economics

„subjective“ Values, not tangible, but real

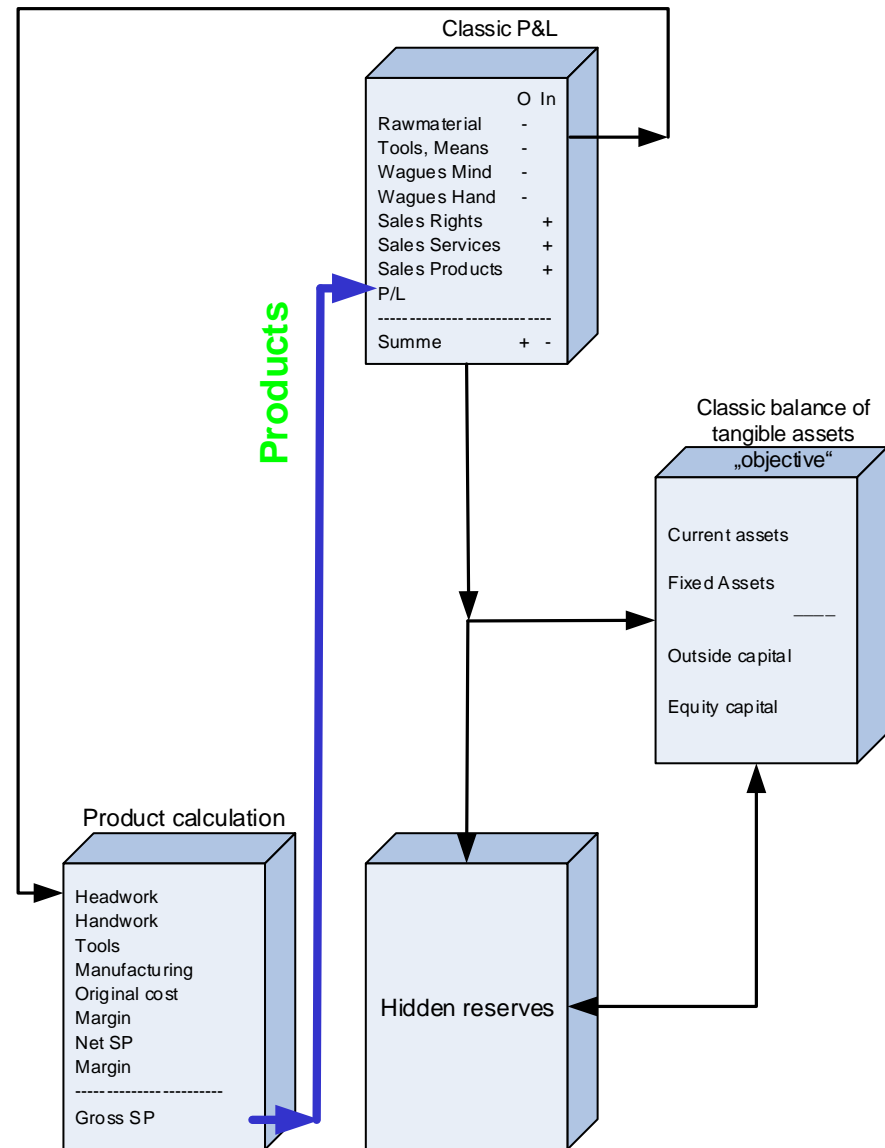
„objective“ Values [\$, £, ¥, €, CHF]



© 1985 / 2008 Peter Bretscher

# „traditional“ business economics

„objective“ Values [\$, £, ¥, €, CHF]



© 1985 / 2008 Peter Bretscher

# „imaginary“ business economics

„subjective“ Values, not tangible, but real

