



Economía en colores (Spanish Edition)

Xavier Sala i Martín

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Del modo más desenfadado, divertido y fresco, Xavier Sala i Martín nos ofrece en cada capítulo una explicación magistral que sitúa la economía al alcance de todos, la aplica a situaciones cotidianas y, en definitiva, la muestra como nunca antes la habíamos visto: en colores.

Divertida, próxima, comprensible, diferente... La economía como la explica este comunicador tan carismático deja de ser una asignatura plomiza para convertirse en una aventura a todo color. Xavier Sala i Martín demuestra que la economía puede divertir e interesar, que no tiene por qué ser abstracta y lejana, y nos la descubre detrás de muchas de las decisiones que tomamos en nuestro día a día.

Tras el éxito del programa de televisión *Economia en colors* (emitido por TV3 Televisió de Catalunya), Sala i Martín ha querido ampliar en este libro el contenido de cada capítulo con información más detallada y un análisis más profundo. Cada capítulo empieza con una historia que plantea un enigma económico, sigue con una incursión en uno de los ocho campos de la economía que nos permite ir descubriendo conceptos y anécdotas curiosas, y acaba con una conclusión que intenta resolver el enigma inicial.

Así, en *Economía en colores*, Sala i Martín explica los secretos de los economistas, los trucos de la Bolsa y las estrategias de las empresas. También se pregunta qué significa ser rico, cómo surge una idea, qué significa «innovar», en qué consiste el capital humano, cuál ha sido la historia del dinero y muchas otras cosas, siempre con el objetivo de acerca la economía a la calle.

Porque la economía, como las americanas de Xavier Sala i Martín, está llena de colores.

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