



## Economia en colors (Catalan Edition)

*Xavier Sala i Martín*

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**De la manera més desenfrenada, divertida i fresca, Xavier Sala i Martín ens ofereix una explicació magistral per posar l'economia a l'abast de tothom, aplicar-la a les situacions quotidianes i, en definitiva, per mostrar-la com mai s'havia vist abans: en colors.**

Divertida, pròxima, entenedora, diferent... Així és l'economia quan en parla un comunicador carismàtic, algú que fa que l'economia deixi de ser gris plom i s'ompli de colors. Xavier Sala i Martín demostra que l'economia enganxa, que no és llunyana i abstracta i que és present en la nostra vida quotidiana.

Després de l'èxit del programa del televisió *Economia en colors*, Sala i Martín ha volgut ampliar en aquest llibre el contingut de cada capítol amb més informació, més detallada i amb una anàlisi més profunda. Cada capítol comença amb una història que planteja un enigma econòmic, segueix una excursió per un dels vuit camps de l'economia, que ens permet anar descobrint conceptes i anècdotes curioses, i acaba amb una conclusió que intenta resoldre l'enigma inicial.

Així, a *Economia en colors*, Sala i Martín explica els secrets dels economistes, els trucs que es fan en la borsa i les estratègies de les empreses, i també es pregunta què vol dir ser ric, com es té una idea, què vol dir «innovar», en què consisteix el capital humà, quina és la història dels diners, i moltes coses més, tot per acostar l'economia al carrer.

**Perquè l'economia, com les americanes de Xavier Sala i Martín, és plena de colors.**

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