## INSEDE

R&D

Next economic reasoning system

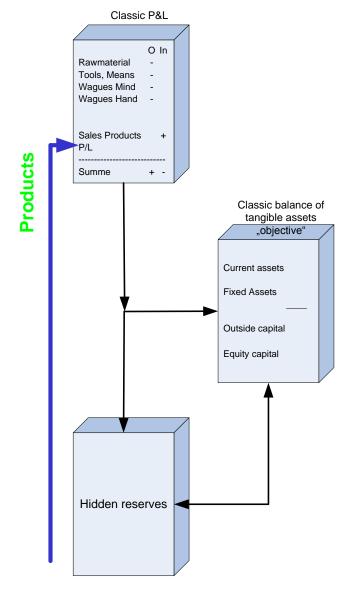
Introducing Imaginary Economics
Imaginary P&L and Imaginary Balance.

It is the theory which decides what can be observed.

Albert Einstein, during Heisenberg's 1926 lecture at Berlin

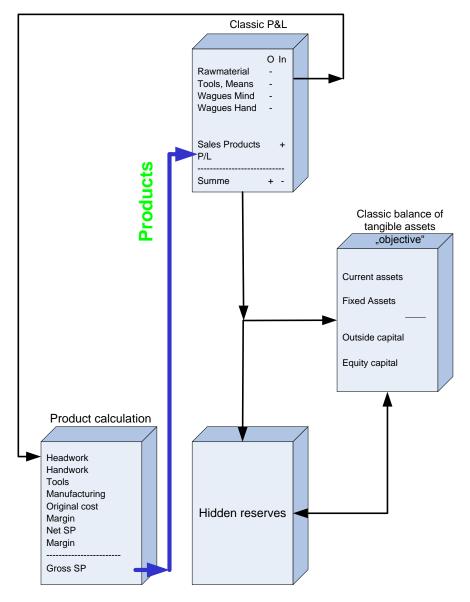
## "traditional" business economics

#### "objective" Values [\$, £, ¥. €, CHF]



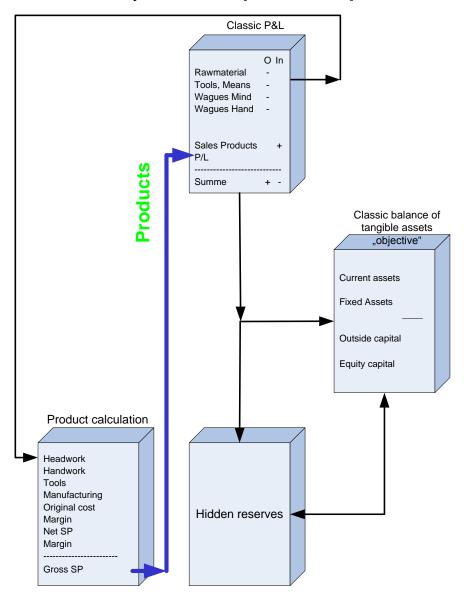
## "traditional" business economics

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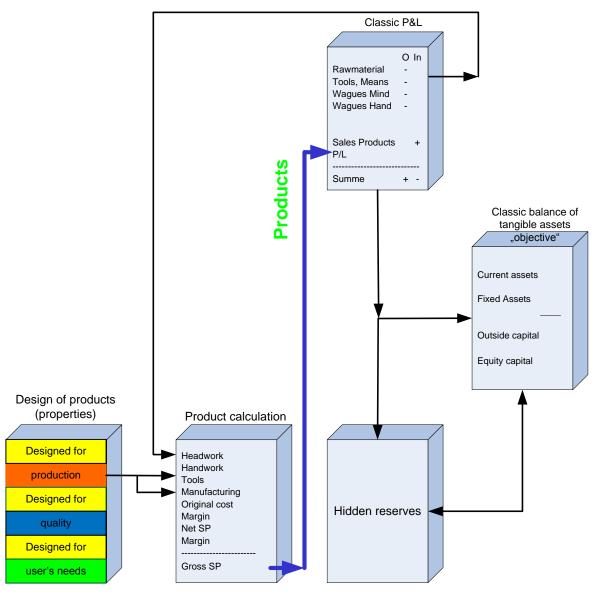
"subjective" Values, not tangible, but real

"objective" Values [\$, £, ¥. €, CHF]



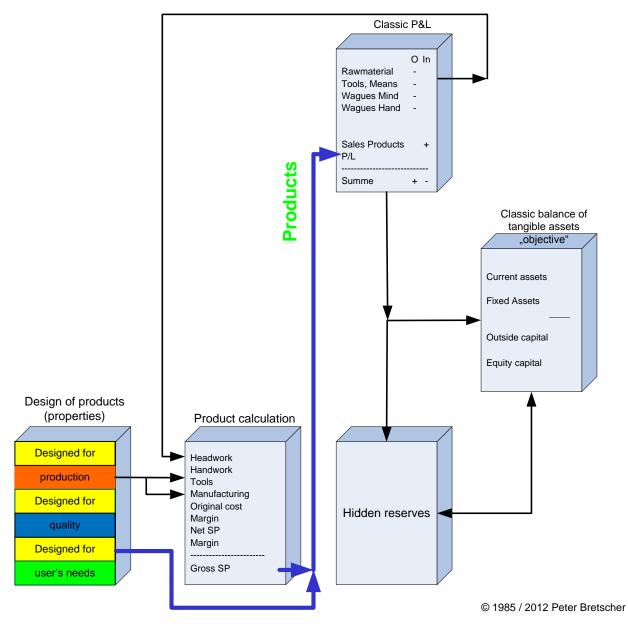
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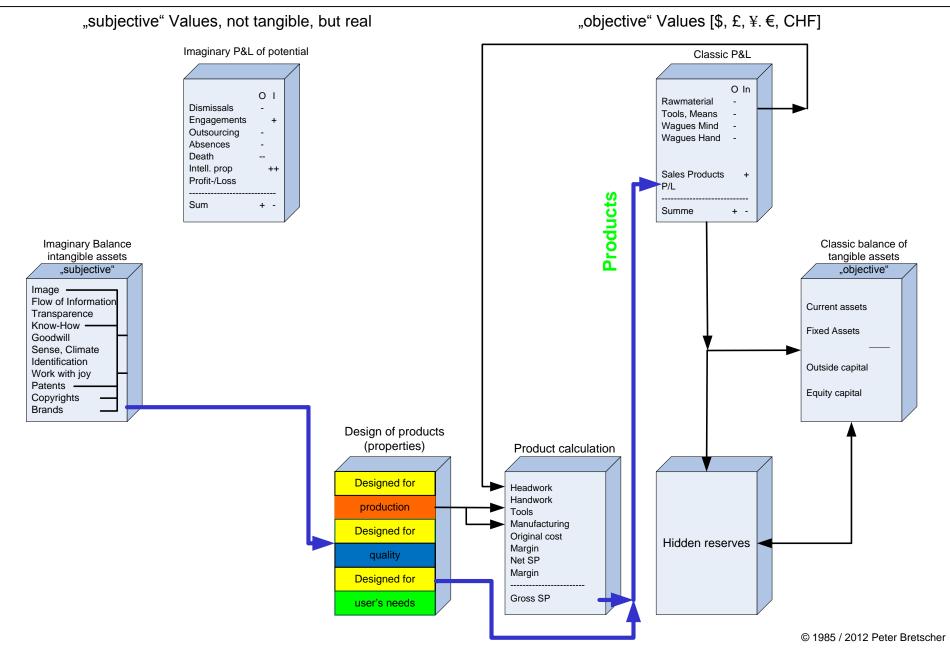


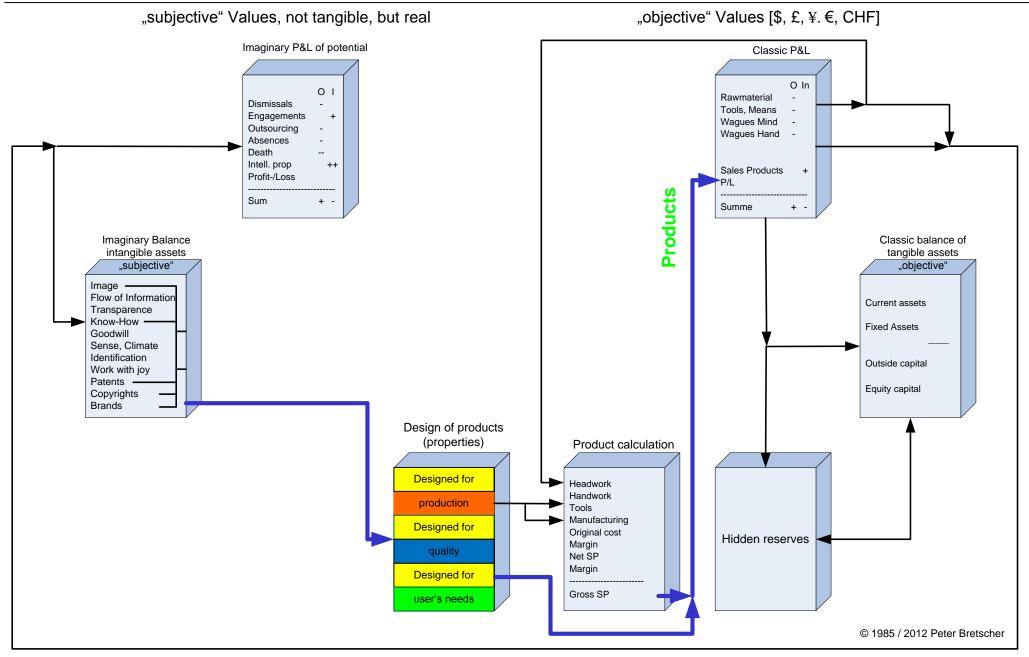
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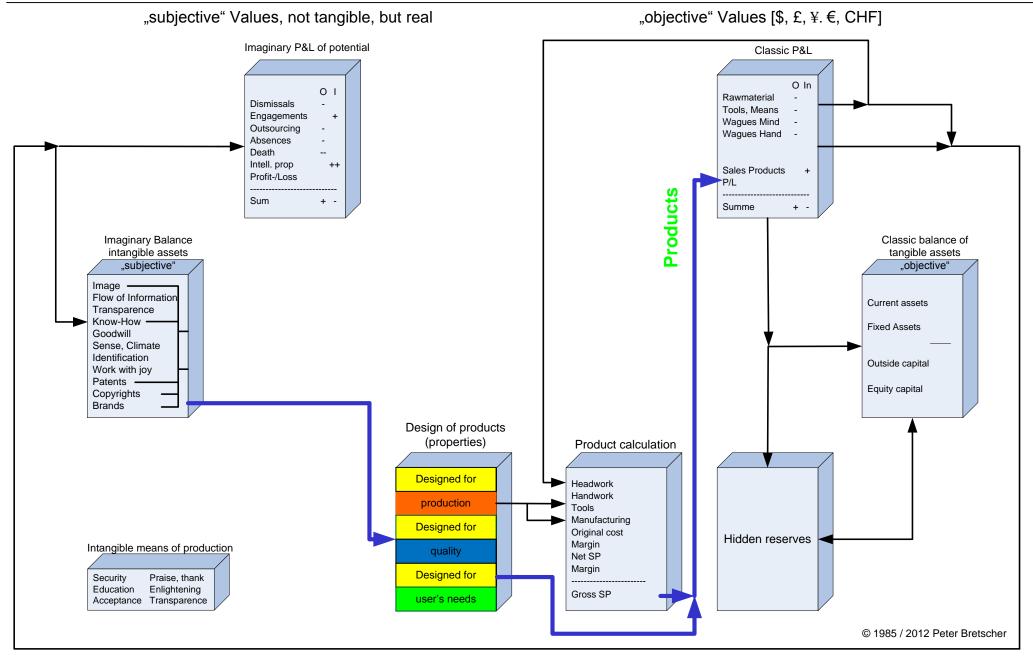
"objective" Values [\$, £, ¥. €, CHF]

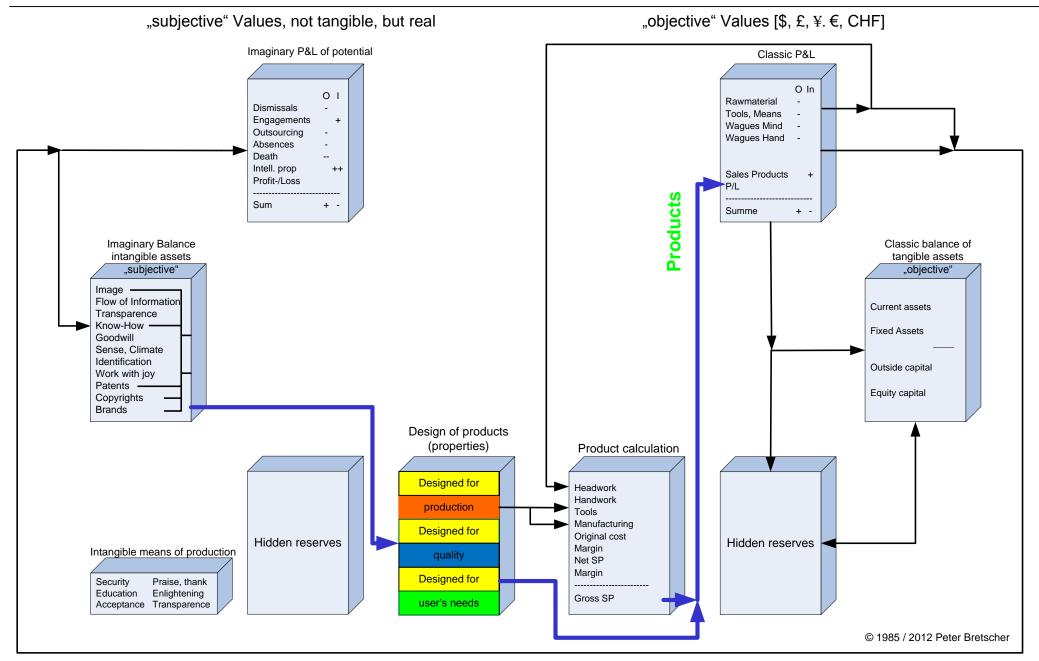


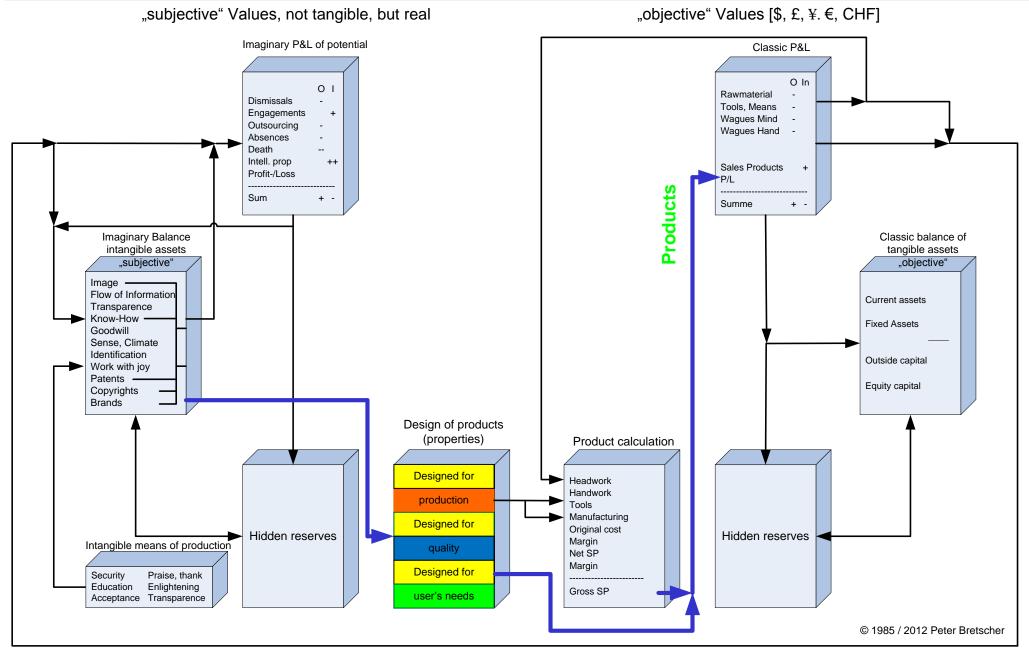
"subjective" Values, not tangible, but real "objective" Values [\$, £, ¥. €, CHF] Classic P&L O In Rawmaterial Tools, Means Wagues Mind Wagues Hand Sales Products **Products** Summe **Imaginary Balance** Classic balance of intangible assets tangible assets "subjective" "objective" Image Flow of Information Current assets Transparence Know-How -**Fixed Assets** Goodwill Sense, Climate Identification Outside capital Work with joy Patents Equity capital Copyrights Brands Design of products (properties) Product calculation Designed for Headwork Handwork production Tools Manufacturing Designed for Original cost Hidden reserves Margin quality Net SP Margin Designed for Gross SP user's needs © 1985 / 2012 Peter Bretscher

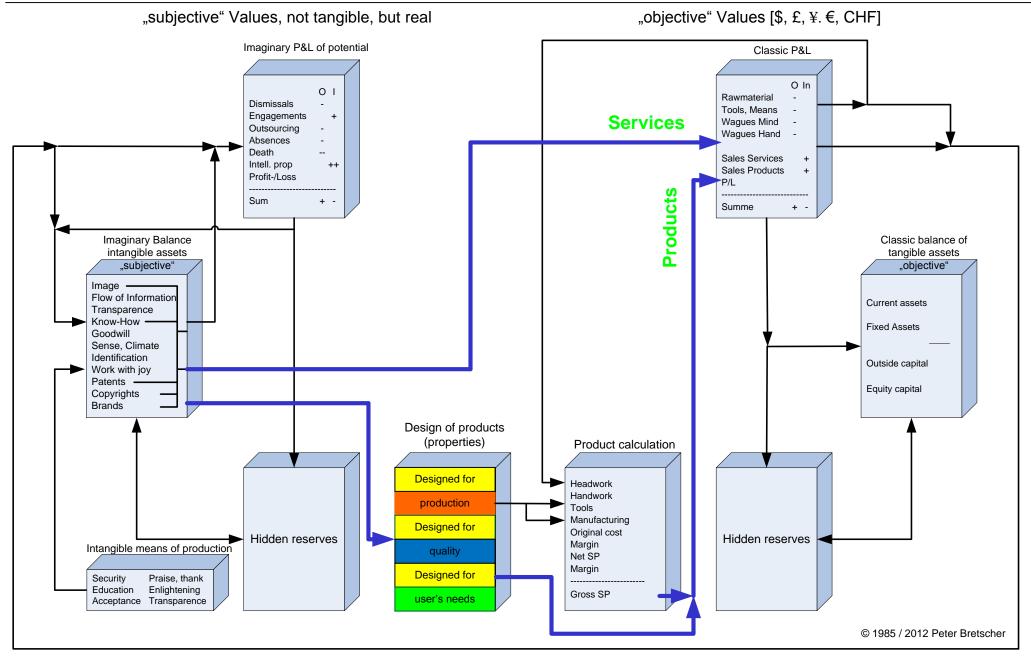


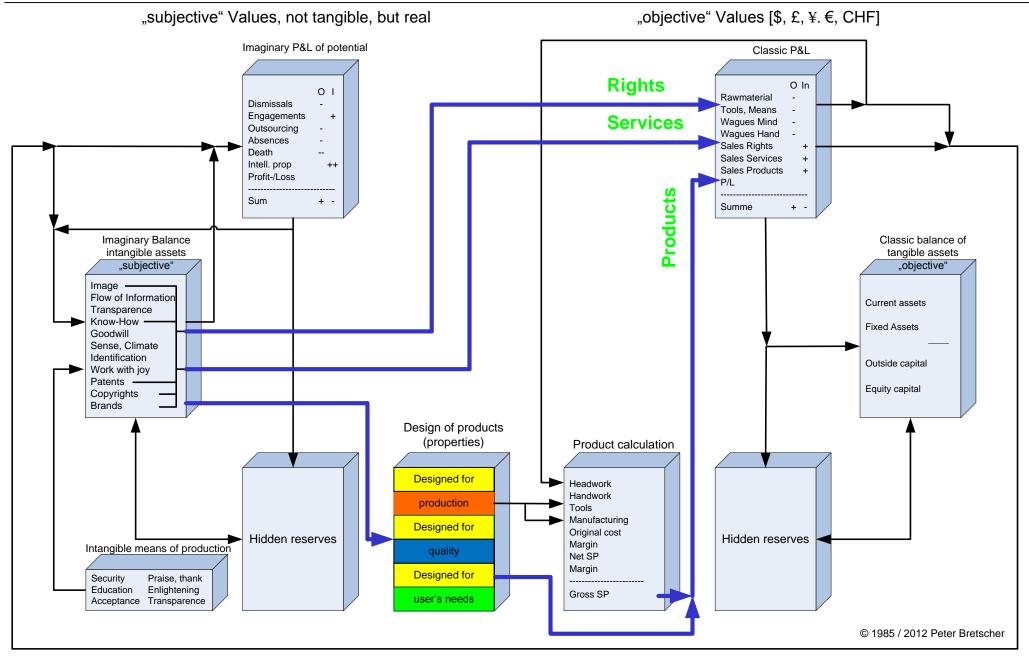


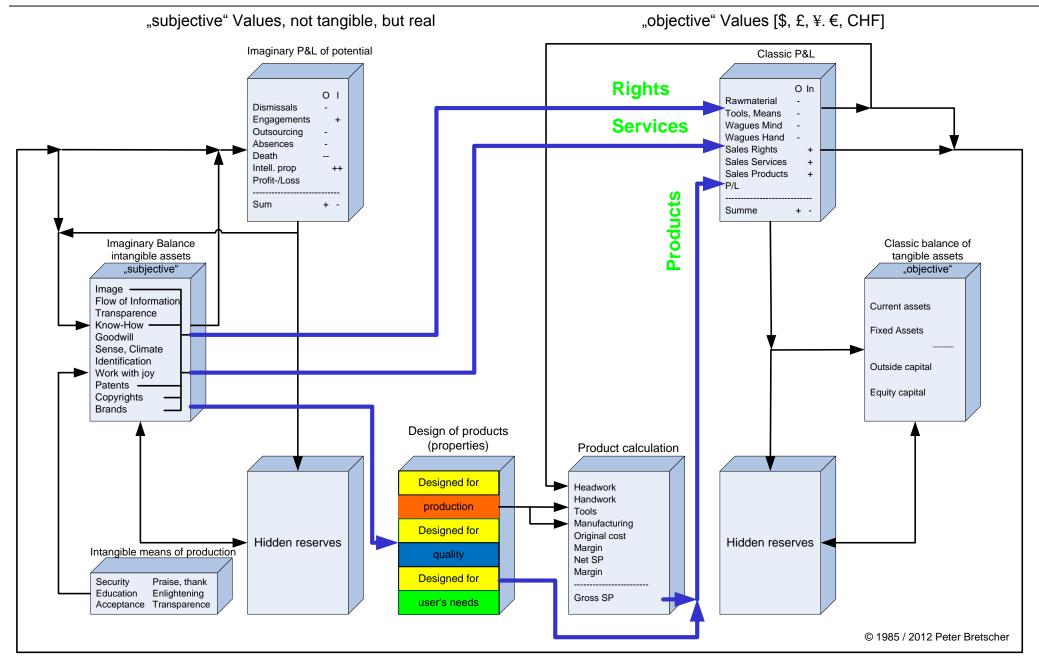












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Whether you can observe a thing or not depends on the theory which you use.

It is not economical to use an inadequate economic theory.