Man kann nun mal ein Manual für den Betrieb einer Dampfmaschine nicht so verbessern, dass man damit eine Solaranlage betreiben kann.

Neue Realitäten brauchen neue theoretische Grundlagen

Rational economic insights and reasoning

1776 2000

Level Paradigm 1

Level Paradigm 2

Development of Economic Theory (Basics, Paradigms, Models, Measures, Teachings...)

Enabling the next level of economic model

Rational MindSet I

Rational MindSet II

Project NEMO (New/Next Economic Model)
The combination of both worlds

Intellectual/Intangible Capital, Potential, Assets, Power, Energy...

The theories are the ones who consciously and unconsciously in many cases allow and restrict the decisions and actions applications, basics....)

projects.insede (Projekte, Optionen, Vorschläge...)
optin.insede (Beteiligungsprojekte...)

Je intelligenter die Wirtschaft, desto wichtiger wird der Mensch mit seinen Fähigkeiten und seinem Verhalten

Combining Human science with Economics

Neuro-economics

Behavioral Economics

Economic Paradigm 1

Economic Paradigm 2

Project NEMO has two streams:

INSEDE

Business Engineering Systems
Generic base and framework (includes intangible assets and subjective value metrics). Compatible to classic MindSet. Registered Copyright TXu 512 154. > 10'000 3D models and papers. R&D 'til now > CHF 4.5 Mio.

http://bengin.net/nemo/
Phases of Scientific Innovation
(Paradigm shift)

1. "common" science classic base
   - Activity: Solving puzzles
   - Limited catalog of problems
   - Not radically innovative
   - Precision of information
   - Perfecting tools and instruments

2. Crisis in the theory
   - Paradigm to be weakened
   - Insecurity of specific science
   - Rival theories
   - Discussion about fundamental principles

3. Scientific revolution
   - Coexistence of supposed incompatible MindSets
   - Polarisation of opinions
   - New candidates for paradigm
   - New paradigm to be conceived

4. "common" science higher level
   - Abolition of inconsistencies
   - Suiting the terms, wording, metrics, formulas to the new real reality
   - Joung generation as multiplier
   - Activity: Solving puzzles

Anomalies,
Crisis in the reality
Explanation model fails

Change of paradigm
Switch to a new point of view

Base: The Paradigm
- Activity: Solving puzzles
- Limited catalog of problems
- Not radically innovative
- Precision of information
- Perfecting tools and instruments

Literature:
Hochuli Gerhard R.: Das Wesen wissenschaftlicher Revolution, Herbsttagung Club NTB, 1983
Kuhn Thomas: Die Struktur wissenschaftlicher Revolutionen, Suhrkamp Taschenbuch 25, Frankfurt 1981
Upgrade of Classic Economic Theory by proven findings from other sciences

"We also need to develop an economic theory appropriate to a world economy in which knowledge has become the key economic resource and the dominant... source of comparative advantage."
Peter E. Drucker
The Atlantic 11/1994

“There is nothing more practical than a good theory.”
Albert Einstein

“...if the facts don’t fit the theory, re-invent the theory until it fits facts and needs.”

Project NEMO (New/Next Economic Model)

Project NEMO has two streams:

INSEDE
Institute for Sustainable Economic Development.
Open strategic and operational base for the development of next Mind- and Soft-Ware.
Participants generate own derivative intellectual property rights if based on BE-Systems.

Business Engineering Systems
Generic base and framework (includes intangible assets and subjective value metrics).
Compatible to classic MindSet.
Registered Copyright TXu 512 154.
> 10'000 3D models and papers.
R&D 'til now > CHF 4.5 Mio.

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Enabling Next Level of Economic Reasoning

Areas of impact

Annex 1 ... of agreement UBS & UNIZH, 22 May 2012

Thematic Foci of Chairs

The Chairs shall focus on topics related to economics and financial markets. Particular emphasis will be placed on funding and establishing chairs in interdisciplinary and innovative areas of research that promise important scientific insights. Chairs that examine the following themes in an integrated and interdisciplinary manner will be considered:

(i) the macroeconomic and financial foundations of economics,
(ii) the legal and institutional foundations, and
(iii) the entrepreneurial, organizational, and management bases of economic life.

The graph below and the subsequent detailed description illustrate important potential topics that may be covered by the planned chairs.

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nibes_002_2013_e.vsd
Project NEMO (New/Next Economic Model)
The combination of both worlds

Development of Business Theory
(S-Curve of Product Development)

Rational MindSet I
Classic:
- Tangible Assets
- Monetary Value Metric

Rational MindSet II
Additional:
- Intangible Assets
- Subjective Value Metric

1750
1759
Adam Smith
Moral Sentiments
Wealth of Nations
1776
Gauss
1782
Anna Goeldin
Last witch beheaded (Switzerland)
1850
1900
1950
2000
2050
16 Bit
8 Bit
4 Bit
MS-DOS
32 Bit
64 Bit
The theories are the ones who consciously and unconsciously in many cases allow and restrict the decisions and actions. Really new sustainable solutions only arise if current theories are expanded.
Reality of Business has changed – new models/maps needed

New Economy...

- Innovations-management
  - Tangibles, Intangibles
  - People, Finance

- Resource management

- Identity & Strategy

- Informations-management
  - Risk, Options
  - objective, subjective

- Value management

- Business Engineering Systems

- a) structuring
- b) quantifying

...enhanced reasoning
Four main components
Structure – Measures/Metrics – Orientation – Relation

1. Structuring the Elements of a Corporation
   Three levels: Offerings, Processes, Prerequisites

2. Quantifying means (numbers and indicators)
   - from P&L account to the P&L profile
   - numbering system for tangible and intangible values

3. Development of Enterprise (Strategies, options....)
   - Market-oriented (outside-in) and offerings-oriented (inside-out)

4. Closed Loop Business Relations
   - planning, design, optimize Value Adding Net [VAN], beyond borders
   - from the supplier of the supplier to the customer of the customer
1. Start with classic Business Administration.
2. Break up its limits, include intangible assets and subjective value metric.
3. Look for already existing intangible assets and solutions.
4. Use it for complementary strategy to solve people’s real problems.
Debug and re-invent Economics – Intellectual Capital is a good start
[based on human’s real needs & potential, integrate intangibles (knowledge...) and postulate adequate metric]
Physicists and engineers have already developed several times in the last 300 years, qualitative and quantitative models with which intangible realities can be explained.
Further information (stay tuned)

Timeline of Business Engineering Systems
(with links to original papers and other papers)

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