

## Rebranding the economy

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Some people have been musing on how to rebrand this blog in the comments section over the last day or so. They think it possible that it might have a more alluring name. I'm not sure.

But what I do think we need to do is answer the question I was asked by an audience member last night, which was to find a short metaphor to rebut the household economy narrative.

I admitted I was not sure what that alternative was.

I doubt it is the modern monetary economy.

Nor the state economy.

Is it 'our economy'?

Or something quite different. Thoughts anyone?