

# THE CODEC

## ACTIVITY:

FOUNDATIONAL VALUES	
Be Principled	Win-Win Focus
Opportunity	Sound Judgment
Knowledge	Passion
Freedom	Responsibility
MARKET MEASURES	
Personal Choice	Voluntary Exchange
Freedom to Enter & Compete	Rule of Law
4 S'S	
Scarcity	Self Interest
Subjective Value	Sunk Cost
RICARDO'S LAW	
Comparative Advantage	Opportunity Cost