

THINK LIKE EINSTEIN

EXAMPLE PROMPTS

Self-Interest	Shared Knowledge
Failure	Vision
Decision Rights	Economic Systems
Personal Choice	Subjective Value
Voluntary Exchange	Incentives
Pricing	Intellectual Property
Innovation	Creative Destruction
Mutual Benefit	Scarcity
Freedom (Economics Focus)	Supply & Demand

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EXAMPLE PROMPTS

Opportunity Costs	Comparative Advantage
Sunk Costs	Rapid Prototyping
Market Research	Target Marketing
Market Signals	Cost of Goods Sold
Pricing & Profit	Breakeven
Principled Entrepreneurship	Compliance
Opportunity Recognition	Ownership of Future Profits
Ideation	Return on Investment