



MEET LAWRENCE C. MARSH, PH.D.

PROFESSOR | ECONOMIST | AUTHOR
CREATOR OF THE MONEY FLOW PARADIGM



With extreme income inequality causing economic instability, Marsh champions solutions to create strong economic growth with the creation of his money flow paradigm.

LAWRENCE C. MARSH is professor emeritus in the Department of Economics at the University of Notre Dame where he taught graduate and undergraduate economics for 30 years. He served as Director of Notre Dame's Ph.D. program in economics for 13 years. In "retirement" he served in 2010 as a visiting professor of econometrics and statistics in the MBA program at the University of Chicago's Booth School of Business and in 2016-2017 at Avila University in statistics and research methods in psychology.

Marsh is also a co-founder of the Midwest Econometrics Group (MEG), a group that analyzes statistical data as it relates to economics. When he is not with his family, Professor Marsh tutors students free of charge at a neighboring university in Kansas City, MO, where he resides.

THE KEY AUDIENCE:

Business professionals, academic economics and political science professors, economy policy researchers, and those who enjoy reading books at the intersection of economics and politics, will glean a new understanding of the economic forces that shape our lives.

Business professionals will be able to see proposed solutions that can impact their business directly or indirectly through the economy. With a book that attempts to find common ground across lines, political and economic novices and financially informed citizens will rethink their basic assumptions about the very nature of economics and the role of government.

To learn more about Professor Marsh, please visit:

sites.nd.edu/lawrence-c-marsh/home



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Professor Marsh champions effective monetary policy to better shape our country.

WHAT MARSH BRINGS TO YOUR AUDIENCE:

- **SOLUTIONS FOR ECONOMIC INEFFICIENCY:** Acknowledging the importance of fairness, Marsh talks about the problem of achieving and maintaining economic efficiency. To do that, Marsh introduces a solution at the intersection of politics and economics in a global economy through the money flow paradigm that sees government as the heart of the free enterprise system.
- **NATIONAL MONEY FLOW MINDSET:** Marsh emphasizes the importance of money flow and not just how much money people have at any given time. By taking a step back to the basics, he wants to help people understand the flaws in the existing national money flow, rethink their assumptions about the nature of economics and government, and help implement a collaborative solution to solve extreme economic inequality.
- **DEEPER LOOK INTO ECONOMIC POLICY:** When the economy is in a recession, lowering interest rates by the Federal Reserve is not the most effective in quickly stimulating demand for goods and services. And thus, another avenue for effective monetary policy is needed, and Marsh recommends injecting stimulus payments directly into the economy. This can be accomplished through a Federal Reserve bank account for everyone eighteen years of age or older with a Social Security number.

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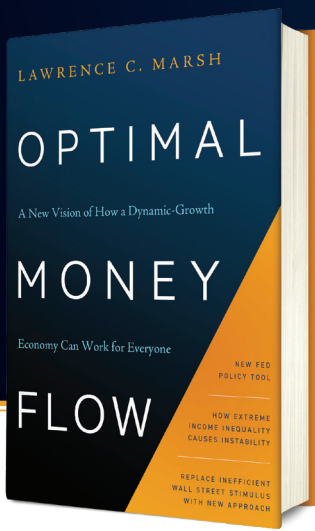
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OPTIMAL MONEY FLOW

A New Vision of How a Dynamic-Growth
Economy Can Work for Everyone

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Marsh's latest book brings a solution at the intersection of politics and economics.

ABOUT OPTIMAL MONEY FLOW:

Lawrence C. Marsh's new book introduces the innovative "Money Flow" paradigm that sees government as the heart of the free enterprise system where it does and should play an active part. Previous economic paradigms saw government as an external, alien force outside of the system. This book promotes a very different approach. While it acknowledges efficiency in the market for ordinary goods and services, it sees contagion effects and inefficiency in many financial markets.

With higher levels of globalization, low levels of unionization, and more rapid technological change, a new type of business cycle has emerged, with rising middle-class debt and stock market bubbles replacing price and wage inflation as the source of economic instability. Marsh believes government can contribute to the efficiency of the free enterprise system by better aligning marginal costs and marginal benefits, and in the long run, that government greatly enhances efficiency, productivity, and economic growth.

Readers will come away from *Optimal Money Flow* with a new, more updated understanding of the underlying economic forces that shape our lives today—including international trade, how one country's decisions now impact the rest of the world, and how interconnected we all are today, thanks to a global economy.

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