

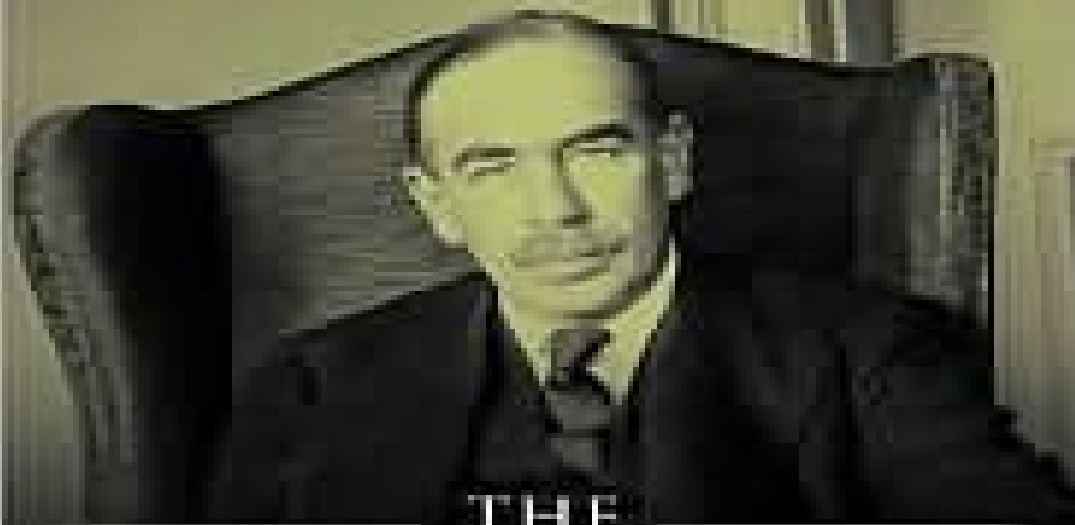


***John Maynard Keynes***

***"The difficulty lies not so much in developing  
new ideas as in escaping from old ones"***

***Dr David Rees***

JOHN MAYNARD KEYNES



THE  
**GENERAL  
THEORY**  
OF EMPLOYMENT,  
INTEREST, AND MONEY

THE CLASSIC WORK AND FOUNDATION  
OF MODERN-DAY ECONOMICS

"One of the greatest works of the 20th century."

"A world's greatest revolution." — *The*

**1883-1946**

**British**

**Founder of Keynesian  
Macroeconomics**

**(Western economic paradigm  
From +/- 1920 - 1978)**

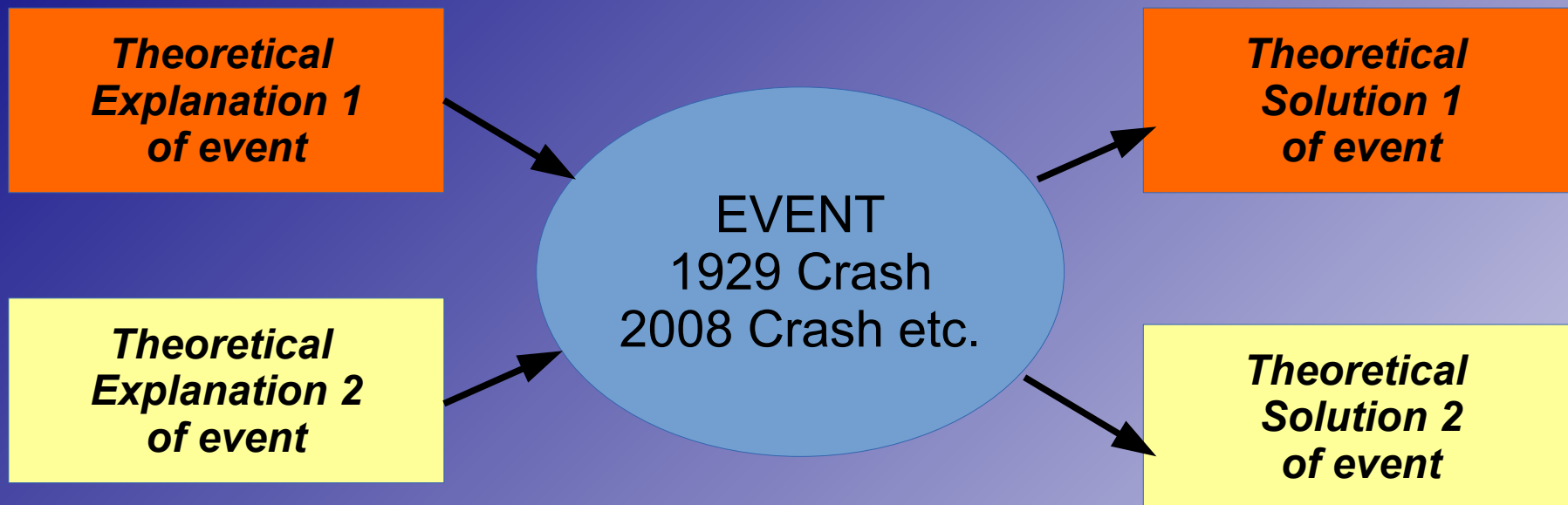
# Main Achievements

- The Treaty of Versailles (Paris Peace Conference) 1919.
  - The Economic Consequences of the Peace
- The Bretton Woods Agreement (1944)
  - Keynes vs Dexter White

# Main Objectives

- Role of government to control the economy
- Full employment
- Monetary (IR and Money Supply) and fiscal control (taxation) to deal with inflationary / deflationary economic cycles (macroeconomics)
- Regulated exchange rates
- Stability mechanism for international trade
- The Multiplier Effect

**Main Keynesian principles**  
**Government should intervene to provide full employment.**



**The government usually selects the theory of the 'current paradigm' to explain and resolve the event. The paradigm has shifted over the years. Some countries have different paradigms (USA / EU have moved from Keynesian to Neo-Liberal monetarist paradigm;  
Ecuador, Chile, Bolivia, Paraguay... moved from imposed Neo-liberalism to Socialism, etc.)**

# Reading

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- Mackrell. Bloomsbury Ballerina. Lydia Lopokova, Imperial dancer and Mrs John Maynard Keynes. 2008