

Teach commercial actualities, not campus proxies for them,

Combinations of capital and labor with other factors have been and are a dead-end for understanding economic growth.

Economic growth occurs from the creative destruction of existing products and services by ones purchasers prefer. Such preferences always start from ideas funneled into innovations by spending (not investment) on their development. STEM (Science, Technology, Engineering and Mathematics) constitutes the majority of that expense. All productivity inputs are secondary, tertiary or lower than this one.

Purchase price is not determined by supply **and** demand. It is not cost-plus either; if it were, creative destruction would not occur. It **is** determined by the demand actually supplied, a demand that constitutes competitive pressure.

Competition is neither perfect nor imperfect. Its pressure is experienced relentlessly in a market.

‘Quality’ is recidivist in Economics, conceptually overtaken by Deming and Crosby. It is replaced by the performance of products or services perceived by the purchaser at the moment of purchase.

This sociology of purchase is vital but cannot be determined from ‘quality’ or ‘hedonic’ attributes,

captured instead by four scientific laws that economic growth obeys.