

MarketQuest — Concept Poster

Print this and pin it up — an at-a-glance map of the MarketQuest cast and the ideas each one carries. Come back to it whenever you want to remember who teaches what.

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Meet the cast — and what each one teaches

Character	What they carry
Stock	Supply — producer decisions, scarcity, what gets brought to market
Crave	Demand — consumer preferences, needs vs wants, price-sensitivity
Even	Price equilibrium — where supply meets demand, the conversation point
Hand	Market roles — producer + consumer + distributor, visible labor
Tide	Market events — shocks + policy + trade flows read as patterns
Forgo	Opportunity cost — every choice has a hidden price tag: the next-best thing you didn't pick; fox weighing two everyday choices
Seed	Saving + interest — set a little aside on purpose; patience grows a small store into a larger one; tortoise with a clay saving-jar
Knack	Specialization + trade — do the thing you do best, trade for the rest, and both sides end up with more; beaver brokering bread-for-baskets
Coin	Money as a medium of exchange — a trusted token that lets any trade happen without a perfect match; crow unsticking a barter jam
Spur	Incentives — people move toward rewards and away from costs; change the nudge, change the choice; horse aiming small fair nudges

Key ideas at a glance

The big concepts this cast helps you master:

- Introduction to Economics and Markets
 - Supply, Demand, and Price
 - Money, Banking, and Saving
 - Entrepreneurship and Business Basics
 - Trade, Imports, and Exports
 - Government, Taxes, and Public Goods
 - Investing, Risk, and Financial Markets
 - Master Economist Capstone
 - Business & Entrepreneurship
 - Economic Systems
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