

WHAT IS MONEY?

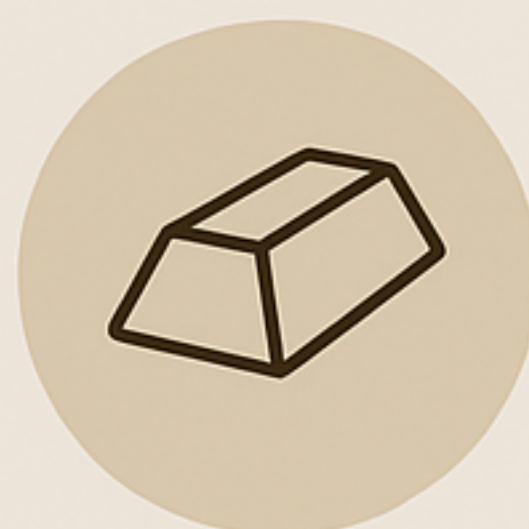
CHARACTERISTICS OF MONEY



Medium of
exchange



Unit of
account



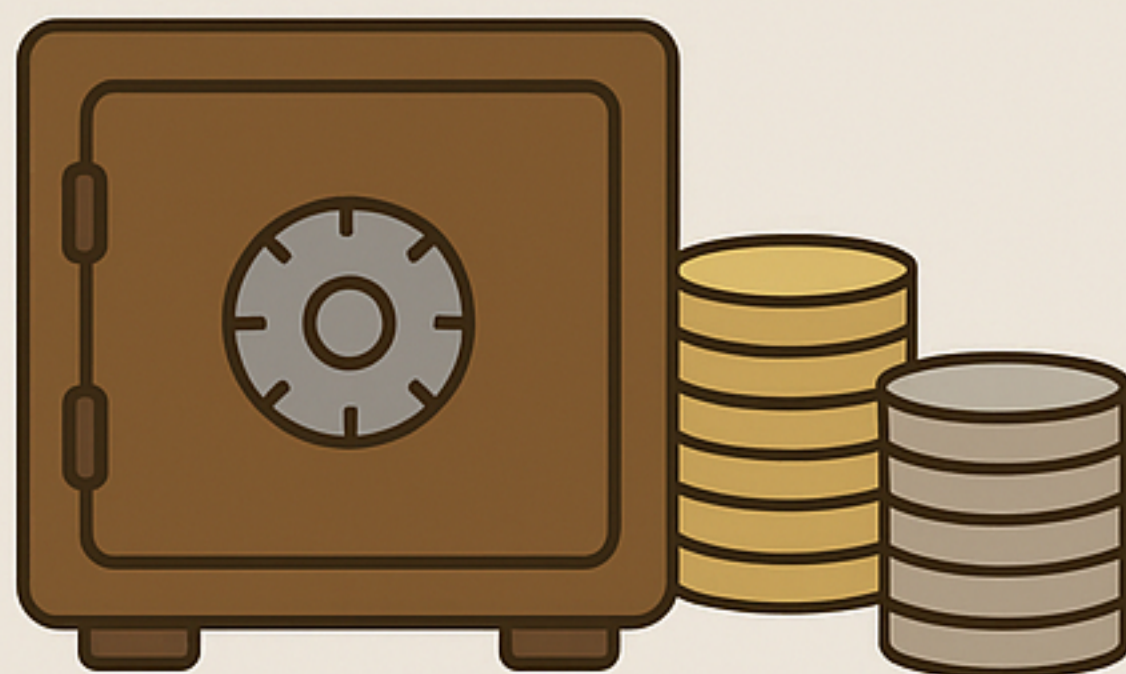
Store of
value

MONEY VS. CURRENCY



Gold or silver is considered real money, while
currency is a money substitute

STORING WEALTH



Real money provides a reliable means of
storing wealth over time