



THE REAL ADAM SMITH

A Personal Exploration by Johan Norberg

FOR IMMEDIATE RELEASE

THE REAL ADAM SMITH: A Personal Exploration by Johan Norberg Releases March 26 Nationwide To Public Television Stations

THE REAL ADAM SMITH release celebrates 240 years since publication of Smith's legendary book, The Wealth of Nations.

Erie, PA, (February 18, 2016) – Adam Smith was no ordinary 18th century figure. Considered the “father of modern economics,” Smith was first and foremost a moral philosopher. In a new, two-part documentary, ***The Real Adam Smith: A Personal Exploration by Johan Norberg***, the noted author, economic analyst and Cato Institute Senior Fellow examines Smith’s rise to prominence with his 18th century ideas, and the impact of those economic and ethical ideas today.

Global trade connects us in ways that were unimaginable even a few decades ago, much less 250 years ago. And yet, an 18th century man, who lived in a world of horse-drawn carriages and trade that was limited and riddled with corruption, *did* imagine a world of free trade among ethical, honest businesses. He recorded his revolutionary ideas in two remarkable books: The Theory of Moral Sentiments and The Wealth of Nations. Those ideas changed the world.

“Many consider Adam Smith responsible for today’s prosperity,” said Norberg. “He introduced concepts such as gross national product, supply and demand, productivity, labor, capital and other ideas that are household words today. But he also warned that these ideas needed to be balanced with *morality*.”

Norberg is joined by some of the world’s leading authorities on Adam Smith, including Eamonn Butler, director of London’s Adam Smith Institute; Marquette University professor Ryan Hanley, a specialist on Smith’s ethical views; James Otteson, Wake Forest University professor presidential chair in business ethics and executive director of the BB&T Center of the Study of Capitalism; and Nick Phillipson, author of Adam Smith: An Enlightened Life.

The Real Adam Smith: A Personal Exploration by Johan Norberg reveals to an astounding degree, how the world now runs according to Smith’s rules. Free market democracies, low tariffs and division of labor have helped to bring millions out of poverty. As Smith predicted, those places that are most free are also the most prosperous.

Produced by



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"Smith was a Scotsman, a moral philosopher, a bold voice of the Scottish Enlightenment and the world's first economist," said Norberg. "His ideas about global free markets set the stage for the great 19th century era of free trade and even today's economic expansion."

In part one, **Morality and Markets**, Norberg takes an intriguing look at Smith, his background and the evolution of his ideas, both economic and ethical. Norberg travels Europe to locales where Smith was born, educated and spent his life teaching, writing and advocating his revolutionary ideas on markets and human morality.

"People think of Adam Smith as one of the first economists and the author of The Wealth of Nations. Some might have heard of his concept of "The Invisible Hand," said Jim Taylor, the film's director. "But I think that most people will be surprised to learn that he began his career as a moral philosopher and that his "moral sentiments" form the base for his work on economics."

In part two, **Ideas That Changed The World**, Norberg traces Smith's insights regarding the benefits of free trade and the nature of wealth to the present, where they are currently in operation. He talks with leaders of some of the world's most admired companies, such as Whole Foods Market, eBay and others, to discover how Smith's ideas continue to be relevant and drive the global economy today.

- Aboard the Maersk Mc-Kinney Moller, the largest container ship in the world, Norberg witnesses the incredible scale of world trade first hand.
- Norberg visits Toulouse, France for the final assembly of a new Airbus A380 illustrating Smith's insights on the division of labor's ability to generate wealth.
- At the University of Chicago, Chinese students debate Smith's ideas to better understand how China became capitalist.
- In Washington, DC, Norberg shows what happens when cronyism triumphs over the free market, a condition that troubled Smith in his day.

"I discovered for myself what a complex and brilliant man Adam Smith was and I think viewers will be amazed by the depth and importance of his ideas," said Barbara Potter, producer.

The Real Adam Smith: A Personal Exploration by Johan Norberg was written by Roger Brown, Thomas Skinner and Johan Norberg. Thomas Skinner and Bob Chitester at Free To Choose Media are the executive producers.

Check local listings for air date and time in specific markets.

About Johan Norberg

International commentator Johan Norberg is an author, economic analyst and editor whose focus is globalization, entrepreneurship, and individual liberty. He is a senior fellow at the Cato Institute and authored 15 books and edited three, including his newest, Financial Fiasco: How America's Infatuation with Homeownership and Easy Money Created the Economic Crisis. His book In Defense of Global Capitalism has been published in more than 20 different countries. He is also a board member of the international Mont Pelerin Society.

Norberg's articles and opinion pieces appear regularly in both Swedish and international newspapers, and he is a regular commentator and contributor on television and radio around the world discussing globalization and free trade. His personal website is <http://www.johannorberg.net/>.

About Free To Choose Media

Free To Choose Media produces thought-provoking public television programs and series, offering non-partisan, powerful stories that advocate for the well-being of every individual, as well as vibrant, fresh perspectives on a range of vital global and national issues. For more than 30 years, the Free To Choose production teams have traveled the world to explore topics such as the economic roots of the Arab Spring, the inspiring stories of entrepreneurs raising themselves and their communities out of poverty in India, and a look at how innovation and new technologies may be the answer to the world's growing energy needs. Headquartered in Erie, PA, Free To Choose Media is a television production initiative of Free To Choose Network, a global media company. For more information, visit the website at www.FreeToChooseMedia.org.

About WTTW Chicago

For 60 years, WTTW Chicago has introduced a wide array of ground-breaking television programming – reflecting the world's rich and diverse arts and entertainment scene as well as education, politics, public affairs, business, and religion – to a national audience. Its landmark innovative series and original productions include the music series, *Soundstage*®, which features today's top pop and rock artists in an intimate concert setting. The popular cooking series, *MEXICO — One Plate at a Time* with Rick Bayless, is in its tenth season. Other original productions include performance showcases *David Broza at Masada: The Sunrise Concert*; *Legends of Jazz with Ramsey Lewis*; cultural/travel series *Grannies on Safari*; *Vintage*; *Family Travel with Colleen Kelly*; *Dream of Italy*; *Curious Traveler*; and the first travel series on bicycling, *Pedal America*; business series *CEO Exchange*; the documentary series *Retirement Revolution*; the weekly movie review series, *Ebert Presents At the Movies*; the transmedia online educational children's properties *Mission to Planet 429* and *UMIGO*, and the award-winning children's series *WordWorld*. A new animated series, *Nature Cat*, premiered nationwide in November 2015. For more information, please visit wttw.com/national.

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