

NETA**Program Offer****Global trade, morality and markets****Watch the first 5:00 of [#101](#) and [#102](#)**

NOLA Code: RLAS 0101-0102 H1
Program Title: **THE REAL ADAM SMITH**
Episodes/Length: 2/60s
Feed date/Time: Saturday, March 26, 2016 @ 1600-1800ET/HD04
Feed-For-Record
Available via NRT: Yes
Closed Captioned: Yes
Stereo: Yes
SAP: No
Format/Version: HD Base
Aspect ratio: 16:9
Suggested TV Rating: TV-G

Short Series Description: **The Real Adam Smith: A Personal Exploration by Johan Norberg**, takes an intriguing, two-part look at Smith and the evolution and relevance of his ideas today, both economic and ethical. It's difficult to imagine that a man who lived with horse-drawn carriages and sailing ships would foresee our massive 21st century global market exchange, much less the relationship between markets and morality. But Adam Smith was no ordinary 18th century figure. Considered the "father of modern economics," Smith was first and foremost a moral philosopher. The revolutionary ideas he penned in The Wealth of Nations and The Theory of Moral Sentiments, changed the world.

Norberg explores Smith's insights regarding free trade and the nature of wealth to the present, where they are thriving and driving the world's economy.

Suggested Scheduling: Back to Back
101 is very suitable for scheduling in "History" blocks
102 is very suitable for scheduling in "News/Public Affairs/Business" blocks
Flags: None
Broadcast History: Premiere

Tag: *The Real Adam Smith* is available on DVD. For more information or to order a DVD of this program call 1-800-876-8930 or visit www.freetochoose.net. Offer made by Free To Choose Network.

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Promos: FTCM to upload to PBS Dropbox

Logline

#101 Morality and Markets

Morality and Markets explores the relevance of Adam Smith's 18th century worldview of economics and ethics today.

#102 Ideas That Changed The World

Ideas That Changed The World examines 21st century businesses benefiting from Adam Smith's 18th century ideas.

Short Episode Descriptions:

#101 Morality and Markets

Morality and Markets, first of a two-part series, *The Real Adam Smith: A Personal Exploration by Johan Norberg*, takes a close look at a man who lived in an 18th century world of sailing ships and horse-drawn carriages, where trade was limited and riddled with corruption. Yet, he imagined lively, global trade among ethical businesses.

Adam Smith was a moral philosopher, a bold voice of the Scottish Enlightenment, the world's first economist and author of *The Theory of Moral Sentiments* and *The Wealth of Nations*. But in today's seemingly ruthless competitive environment, where the stakes are high, can ethical and honest businesses still prosper? How are Smith's ideas about markets and morality relevant today?

Noted author, economic analyst, and Cato Institute Senior Fellow Johan Norberg explores an 18th century man whose revolutionary ideas changed our 21st century world.

#102 Ideas That Changed The World

Ideas That Changed The World, second in the two-part series, *The Real Adam Smith: A Personal Exploration by Johan Norberg*, examines Adam Smith's ideas about global trade, morality and markets, and four companies that are consciously incorporating his ideas and driving the world's economy.

Smith's ideas about global trade connect us in ways that were unimaginable even a few decades ago, much less 240 years ago. And yet, Smith recorded his revolutionary ideas in two remarkable books: *The Theory of Moral Sentiments* and *The Wealth of Nations*. Those ideas changed the world.

Ideas That Changed The World examines 21st century businesses benefiting from Adam Smith's 18th century ideas.

Long Episode Descriptions:

#101 Morality and Markets

Morality and Markets, first in the two-part series, *The Real Adam Smith: A Personal Exploration* by Johan Norberg, takes a close look at Adam Smith, who lived in an 18th century world of sailing ships and horse-drawn carriages. Trade in his day was limited and riddled with corruption, yet Smith imagined and wrote about a lively global trade among ethical businesses that would revolutionize the world's marketplaces.

Smith was a moral philosopher, a bold voice of the Scottish Enlightenment and the world's first economist. He recorded his revolutionary ideas in two remarkable books: The Theory of Moral Sentiments and The Wealth of Nations. Those ideas changed the world.

Today's markets have grown to a massive scope of international trade that would have been unimaginable even a few decades ago. In this seemingly ruthless competitive environment, where the stakes are high, can ethical and honest businesses still prosper? How does globalization benefit anyone and how are Smith's ideas about markets and morality nearly 240 years ago relevant today?

Noted author, economic analyst, and Cato Institute Senior Fellow Johan Norberg takes a closer look at the man who would upend the notion of how societies and economics work, and make way for the modern age.

Highlights of Norberg's travels throughout Europe, exploring Smith's life, times and revolutionary ideas, include:

- Visits to Kirkcaldy, Edinburgh and Glasgow, Scotland, where Smith was born, educated and spent his life teaching, writing and advocating his revolutionary ideas on markets and human morality.
- To London and Paris, where Smith's ideas influenced other important thinkers and statesmen of his time.
- At the National Maritime Museum in Greenwich, England, Smith's loathing for the corruption and cronyism that was the East India Company is explored.

Morality and Markets explores Adam Smith's 18th century worldview of ethics and honesty in business.

#102 Ideas That Changed The World

Ideas That Changed The World, second in the two-part series of *The Real Adam Smith: A Personal Exploration* by Johan Norberg, takes a closer look at the "father of modern economics," who lived in the 18th century among horse-drawn carriages, sailing ships and trade that was greatly limited and riddled with corruption. Yet, Adam Smith envisioned a world of free trade among ethical, honest businesses and recorded his revolutionary ideas in two remarkable books: The Theory of Moral Sentiments and The Wealth of Nations. Those ideas changed the world.

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

But in today's seemingly ruthless competitive environment, where the stakes are high and winning is the name of the game, can ethical and honest businesses still prosper? How does globalization benefit anyone?

Noted author, economic analyst, and Cato Institute Senior Fellow Johan Norberg talks with some of the most distinguished Adam Smith scholars, as well as leaders of eBay and Whole Foods to discover how Smith's ideas continue to be relevant and drive the world's 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 study Smith's ideas to better understand how China became capitalist, and in Washington, DC, Norberg shows what happens as cronyism triumphs over the free market, a condition that troubled Smith in his day.

Ideas That Changed The World examines 21st century businesses benefiting from Adam Smith's 18th century ideas.