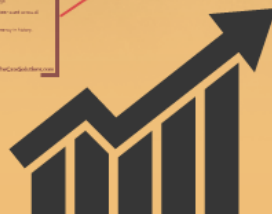


# V-Cola: Confidential Instructions for Cash Adman

TheCaseSolutions.com



**Money**  
TheCaseSolutions.com

**1000-1000 B.C. - Cattle**  
Cattle and other animals were used as a medium of exchange. They were valued for their utility and as a store of value.

**Barter System**  
A system of exchange where goods and services are traded directly for other goods and services without the use of money.

**1000 B.C. - Cowrie Shells**  
Cowrie shells were used as a medium of exchange in many parts of the world. They were valued for their durability and ease of transport.

**100 B.C. - Leather Money**  
The Incas used leather money in the form of small pieces of llama or alpaca skin. Each piece was stamped with a specific design.

**1000 B.C. - First Coins**  
The first coins were made of metal and were used as a medium of exchange. They were valued for their durability and ease of transport.

**1000-1000 A.D. - Paper Money**  
Paper money was first used in China. It was made from a mixture of cotton and silk. It was valued for its portability and ease of transport.

**Representative Money**  
Representative money is a type of money that is backed by a physical asset, such as gold or silver. It is valued for its stability and ease of transport.

**1800-1900 - Gold as a Medium of Exchange**  
Gold was used as a medium of exchange in many parts of the world. It was valued for its durability and ease of transport.

**1930 - End of Gold Standard**  
The Gold Standard was a system of money where the value of a country's currency was linked to a specific amount of gold. It was ended in 1930.

**Fun Facts about Money**  
<http://www.funfacts.com/s-money>

**Money Facts**  
Money is a social construct. It is a system of exchange that is created by society. It is valued for its utility and as a store of value.

**Money**  
TheCaseSolutions.com

# V-Cola: Confidential Instructions for Cash Adman

TheCaseSolutions.com



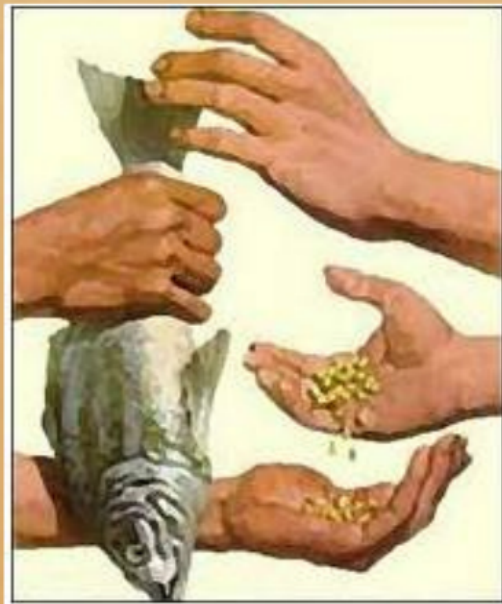
## Origins

- The exchange of value-based goods date back more than ten thousand years.
- In the beginning, goods were exchanged for other goods. This was known as "Barter".
- Barter is the "exchange of resources or services for mutual advantage".
- Barter is useful because it enables people within a community to depend on one another for goods.
- Examples of Barter include trading stone axes for tables, or fish for beef, and so on

**TheCaseSolutions.com**


## 9000 - 6000 B.C. - Cattle

- Cattle are the oldest form of "money".
- Agricultural products such as grain and other foods were also commonly traded.



[TheCaseSolutions.com](http://TheCaseSolutions.com)





# Barter System

This method of exchange is still used sometimes in the modern world. However this system is very impractical and therefore led to another method of exchange.

Problems with the Barter System include:

- Lack of a storage of value
- Lack of double coincidence of wants
- Lack of divisibility
- Lack of a common measure of value

This led to the necessity for another method of exchange; the establishment of money.

**TheCaseSolutions.com**

## 1200 B.C. - Cowrie Shells

- Cowrie shells were a very common form of exchange.
- Cowries were first used in China, but the shell has been used across all continents. (even in the Maldives)
- It was the most widely used and longest lasting currency in history.



## 1000 B.C. First Coins

China is attributed to having used Bronze and Copper to imitate Cowrie Shells as money.

However in 700 B.C. it was a community known as "Lydians" (now Western Turkey) that developed the first minted "coins".



## 118 B.C. Leather Money

China established the first form of money that differed from coins.

Instead of paper notes, the Chinese established Leather Bank notes which were made from white deer skin.

Each note was documented to be one-foot-squared in size.



[TheCaseSolutions.com](http://TheCaseSolutions.com)



# 800 - 1500 A.D. Paper Money

- China established the first documented paper money in the world.
- The first paper money was the size of a sheet of notebook paper.
- Paper notes became so popular that they became over-produced and counterfeiting was at an all-time high.
- This led to a rapid depreciation of paper notes and rise in inflation. People lost their trust in paper notes and by 1455, they were becoming less and less popular in China.

