

“Model Germany” (1976)

Abstract

“Model Germany” [*Modell Deutschland*] was widely used to refer to various aspects of the West German economic system, including its system of corporate governance and labor relations. The term was coined in 1976 during the SPD election campaign under Chancellor Helmut Schmidt. At the time, the “Model Germany” concept represented the government’s success in coping with stagflation following the energy crisis of the early 1970s. “Model Germany” balanced employment security with economic modernization and growth and provided a model for other countries. Appealing to German pride, this SPD election poster from 1976 featured the “Model Germany” slogan above the message: “Our strong economy stays ahead. Through social stability.”

Source



Source: Bundesarchiv: Plak 104-PM0187-003

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