



Which salary offer is better?

Columbia

\$500,000 Colombian Pesos

Brazil

\$650 Brazilian Reals

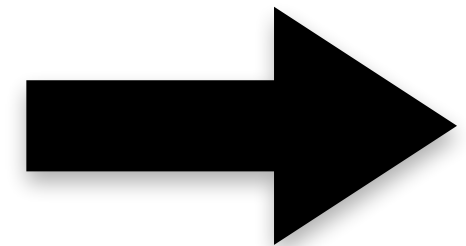


Rent is  
\$250,000

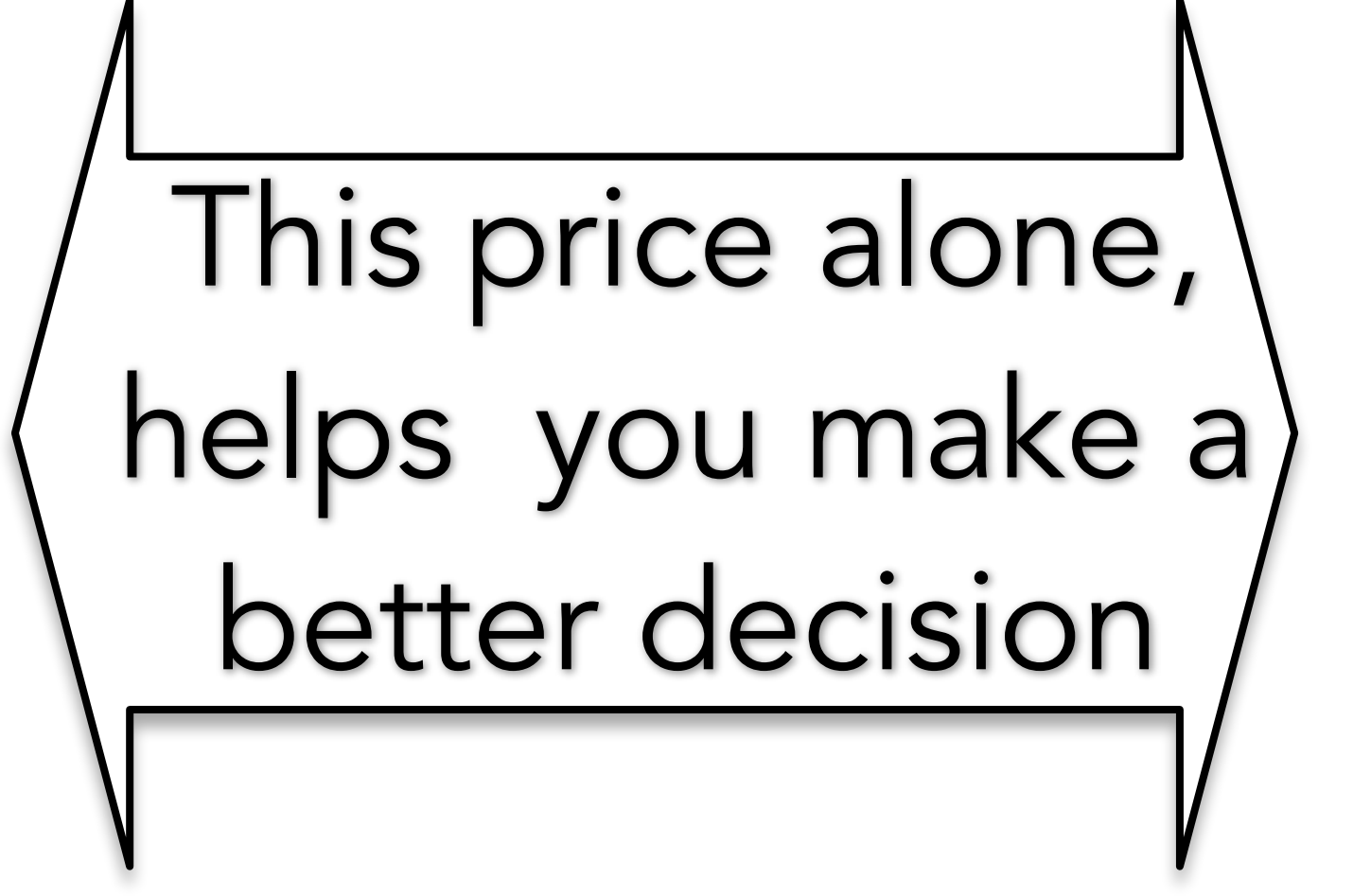


Rent is  
\$100





To decide which salary is better, you need to know  
how much you **can buy** with that salary

A large, stylized arrow pointing to the right, with a black outline and a white fill. The arrow has a rectangular body and a triangular head. Inside the arrow, the text "This price alone, helps you make a better decision" is written in a black, sans-serif font, centered horizontally and vertically.

This price alone,  
helps you make a  
better decision



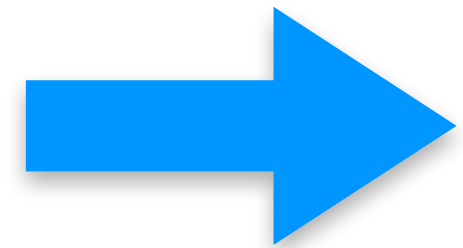
With **more** information about **prices** in each country  
you can make an even better choice



Food is  
\$50,000



food is  
\$200



Some things are more expensive, others are  
cheaper...



You need **ONE** number  
that **represents** **all** prices  
of goods and services  
produced in the country

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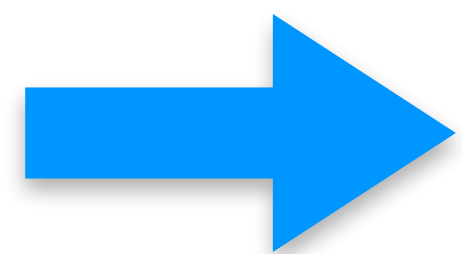
You need **ONE** number  
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Brazil

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Rent is  
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food is  
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# The Consumer Price Index