The term ex-ante (sometimes written ex ante or exante) is a phrase meaning “before the event”. Ex-ante or national demand refers to the desire for goods and services which is not backed by the ability to pay for those goods and services. This is also termed as ‘wants of people’. Ex-ante is used most commonly in the commercial world, where results of a particular action, or series of actions, are forecast in advance (or intended). The opposite of ex-ante is ex-post (actual) (or ex post). Buying a...