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(Dorothy Daugherty)

BUSINESS ECONOMICS IN A WEEK: WHAT ECONOMICS TEACHES YOU ABOUT BUSINESS IN SEVEN SIMPLE STEPS (PAPERBACK)

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Hodder Stoughton General Division, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. Understanding economics just got easierThe defining economic event of recent times - the global financial crisis of 2008 - was good for economists. That might sound crass but the truth is it stimulated interest in the subject by showing how important economic concerns are to our lives. Get the economy wrong and things we take for granted start to fall apart. It s a lesson that applies especially to those working in business, who, more than most, need to understand the subject. This book will help you by showing how economics can be useful for you in business, explaining economic ideas you might not have had time to explore previously and stimulating an interest in economics that encourages you to further study. Each of the seven chapters in Business Economics In A Week covers a different aspect of economics:- Sunday: Economics and your business- Monday: The wonderful works of the market- Tuesday: Businesses in the market- Wednesday: Knowing your consumers- Thursday: The limits of the market- Friday: Business strategies and government macroeconomic policy- Saturday: Surviving the international economy.



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