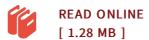




Economics for Business and Management

By Alan Griffiths, Stuart Wall

Pearson Education Limited, United Kingdom, 2011. Paperback. Book Condition: New. 3rd Revised edition. 262 x 194 mm. Language: English . Brand New Book. Economics for Business and Managementoffers an exciting introduction to the principles and applications of microeconomics and macroeconomics to the global business problems faced by today s decision makers: * What are the characteristics for successful entry into new international markets? * How can sustainability affect decision making within businesses? * Why are today s global investors so concerned about national debt issues? * In what ways does an awareness of cultural differences improve decision making by international marketing and human resource strategists? * What strategies can companies such as BP use to repair damaged global reputations? It is an ideal text for introductory courses in economics with a business and management focus and more general business environment courses with an economic underpinning. Visit the fantastic website at to find extra practice questions, interactive activities, quizzes and exam style practice questions with instant feedback, as well as podcasts, news articles, animated professional power points slides and a testbank of questions.



Reviews

It is an awesome publication which i actually have ever read through. it had been writtern really properly and valuable. I found out this book from my i and dad recommended this pdf to discover.

-- Doyle Schmeler

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Brennan Koelpin