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Economics for Business: A Guide to Decision Making in a Complex Global Macroeconomy

Ivan K. Cohen

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IVAN K COHEN



ECONOMICS FOR BUSINESS

A GUIDE TO DECISION MAKING IN
A COMPLEX GLOBAL MACROECONOMY



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Economics for Business enables the reader to develop a clear understanding of the economic environment in which business takes place. This comprehensive book covers: the process of globalization and its implications for business; the role of the market and supply and demand; the impact of demand on branding and brand loyalty; and pricing

strategies under various market structures. With specific business content integrated throughout and a global perspective on the current world of business, taking into account the financial crisis and its aftermath, *Economics for Business* is a useful introduction to economics for business students, a streamlined and comprehensive alternative to large undergraduate economics textbooks, and a valuable resource for managers and executives who need to understand the basics of economic concepts to grow their business.