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## Business Economics

By Andrew Gillespie

Oxford University Press, United Kingdom, 2013. Paperback. Book Condition: New. 2nd Revised edition. 244 x 188 mm. Language: English . Brand New Book. What determines demand for Apple s iPad? How can whole countries go bust? Why did Tesco s UK profits fall? Featuring top practitioners from organizations including Deloitte, PricewaterhouseCoopers, Simon-Kucher Partners and Mission Burrito, Business Economics offers students real insight into how economics is used in business and why it is relevant to their future careers. Renowned for its engaging style and clarity of explanation, students are carefully guided through economic concepts and models, with stimulating examples and questions to reinforce learning and test understanding. Video walkthroughs help explain more difficult economic concepts and give readers the opportunity to go back over what they have learnt. Packed full of engaging and topical cases which students can easily relate to, the author considers economics in the context of business and management, equipping students with the tools necessary to apply economics to business issues and decisions. For students - Full solutions to questions in the textbook - Video walkthroughs of economics concepts - Self-test questions - One step further material to stretch and challenge readers For registered adopters of the...



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