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Essential Economics for Business (Mixed media product)

By -

Pearson Education Limited, United Kingdom, 2014. Mixed media product. Book Condition: New. 4th Revised edition. 266 x 196 mm. Language: N/A. Brand New Book. This package contains Sloman, Essential Economics for Business (formerly Economics and the Business Environment) 4th e and access to MyEconLab. Important information for students: You need both an access code and a course ID to access MyEconLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. Essential Economics for Business presents the core principles of microeconomics and macroeconomics applied to the world of business while also looking at wider, topical business issues, such as business strategy, corporate social responsibility, ethics and the state of the global environment in which we live. Up-to-date case studies examine everything from the impact of the financial crisis to the operation of specific businesses to illustrate how economic theory relates to real business issues. Want to see economics in action? Search online for the Sloman Economics News Site - a blog that is updated several times a week with current affairs and topical stories all linked into your textbook so you can explore the background to...


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