



Business Economics, Rogers Perman, John Scouller, Oxford University Press, Incorporated, 1999, 0198775245, 9780198775249, 328 pages. This book is aimed at business students who need a solid but not excessively theoretical introduction to economics which focuses on the contribution economics can make to the study of business policy. In addition to the standard economics of supply, demand, costs, and competition, the text places special emphasis on specifically business-oriented issues..

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Managerial economics with applications , Marilu Hurt McCarty, Jan 1, 1986, Business & Economics, 590 pages. .

The Economics of Business Strategy , John Lipczynski, John O. S. Wilson, 2004, Business planning, 321 pages. "This new textbook examines how industry environment and business strategies determine company performance. It provides an introduction to the economics of business strategy ....

Business Economics , William James Ashley, 1926, Business, 71 pages. .

Resources, Firms, and Strategies A Reader in the Resource-based Perspective, Nicolai J. Foss, 1997, Business & Economics, 378 pages. Strategic management has been increasingly characterized by an emphasis on core competences. This reader brings together extracts from the seminal articles that created this ....

Business economics , Roger Maile, 1983, Business & Economics, 127 pages. .

Managerial economics in a global economy , Dominick Salvatore, 1993, , 722 pages. .

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Business economics concepts and cases, Malcolm S. Greenwood, Martin Carter, 1997, , 332 pages. Examines the role of economic theory in business strategy and decision making..

Managerial economics , Lawrence Southwick, 1985, Business & Economics, 730 pages. .

Economics principles and applications, David W. Rasmussen, Charles T. Haworth, 1979, Business & Economics, 652 pages. .

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Economics, 754 pages. Designed for a one-semester course at the undergraduate or MBA level in managerial economics, this text also works well as a text/reference for a second course emphasizing ....

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Business Economics is aimed at business students who need a solid, but not excessively theoretical, introduction to economics which focuses on the contribution economics can make to the study of business policy. In addition to the standard economics of supply, demand, costs, and competition, the text places special emphasis on specifically business-oriented issues such as transaction costs, rents, sustainable competitive advantage, the resource-based view of the firm, corporate architecture, corporate governance, diversification and acquisitions, an outline of macroeconomics, forecasting, and an introduction to public policy. The text has been structured closely to meet existing business courses, and a section in the introduction recommends particular permutations of chapters to suit the different courses available. Each chapter contains an introduction covering the key concepts used, a further reading list, discussion questions and a conclusion summarizing what the student should have learnt. The book is extensively illustrated with figures, tables and other displayed material, and simple algebra will be all that is required by way of mathematical understanding. Business students will find this book is precisely tailored to meet their needs for successful study.

I got this book as a main book for our business economics module. I was as a student of a MSc course and consequently I had not had an economic background. this book for me was quite difficult regarding a style of explanation. Sometimes I was confused and moreover it was quite difficult to read. For instance, I used other books for MBA students and was surprised that they were easier for me with regard to absorb information. I was able to get an idea of business economics thanks to other business economics' books. To sum up, if you are not a native speaker, it will be difficult to understand the explanation because of the author's style to explain. I would recommend to you other books. I'd assess it as 3 out of 5.

Any business studies student who has little or no understanding of economic principles could make use of this book. It uses easy language to introduce technical phrases. Each chapter ends with a helpful conclusion, organised and graded questions and a well-thought out, thorough list of additional readings. All the expected areas of the economics curriculum are covered. Rod Gunn, The Times Higher Education Supplement, February 2000

Roger Perman and John Scouller have written a textbook entitled "Business Economics" designed for use on economics and strategic management courses on MBA, economics and business studies programmes. Answers to selected questions at the end of each chapter of this text can be found by clicking on the link labelled Q & A in the navigation frame.

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