



Business Economics (360 Degree Business)

Rob Dransfield

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The Eurozone crisis and the age of austerity, as well as challenges to the environment as a result of economic growth have highlighted the need for a greater understanding of those facets of economics that are of most use to businesses and their decision makers.

This book introduces all of the relevant theoretical aspects of the subject and applies them to real-life examples of economics that are of particular interest to students today, including: the impact of globalization; the way in which 'green' perspectives can be built into decision making and how the financial crisis has challenged economists, politicians and business people to rethink their existing ideas.

Replete with illuminating case studies, and benefitting from features such as activities, review questions and further reading, *Business Economics* introduces the theory and practice of economics for non-specialist students new to the topic.



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