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Dynamic Business Law: The Essentials - Lucien Dhooge 2012-01-05

Dynamic Business Law: The Essentials is appropriate for the one-semester Business Law course. It contains the basics of business law but does not get bogged down in the kind of details that are more appropriate in an upper-level law class. The text provides an examination of the basic questions, concepts, and legal rules of business law. Emphasis on the BUSINESS in business law. Dynamic Business Law: The Essentials emphasizes the tie of legal issues back to the core business curriculum. This will help both students and faculty. Faculty need to know how this is integrated as they are constantly 'defending' the inclusion of this course in the business curriculum. And students need to understand how the concepts tie to their future business careers. Emphasis on TEACHING. Many professors teaching this course are attorneys first and academics second. They do not have a lot of time to prepare or think about how to apply this information effectively for their business students. Dynamic Business Law: The Essentials contains a helpful instructor's manual, particularly for the many adjuncts teaching this course. Emphasis on CRITICAL THINKING. Neil Browne, one of the co-authors of this text, has written a successful text on critical thinking. His framework is included in Dynamic Business Law: The Essentials as well - to help students learn how to frame and reframe a question/issue. Critical thinking questions are also included at the end of each case, to tie in this component even further.

Litigation Services Handbook - Roman L. Weil 2007-01-02

Litigation Services Handbook, Fourth Edition is referred to as the litigation bible. Its nearly 50 chapters read like a who's who in law and accounting. The handbook includes all aspects of litigation services, including current environments, the process itself, a wealth of cases, how to prove damages, and practical considerations of court appearances. The new edition has a heavy focus on fraud investigations and complying with Sarbanes-Oxley requirements.

Introduction to e-Business - Colin Combe 2012-07-26

An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

Municipal Shared Services and Consolidation - Alexander Henderson 2014-10-17

Municipal Shared Services and Consolidation provides a comprehensive and clear review of the theories and practices of structuring and managing complex local government services. Intended for both students and practitioners, this volume in the Public Solutions Handbook Series addresses concepts and processes of shaping collaborative arrangements in public service with goals of effectiveness and efficiency in mind. The Handbook begins with a review of theories of shared services and consolidation, highlighting conceptual foundations, practical barriers, and cultural considerations related to these efforts. Specific, practical advice follows, highlighting the processes of creating, implementing, and managing shared services and

consolidation agreements. Municipal Shared Services and Consolidation is exceptionally well written and is amplified by examples, cases, illustrations, and a comprehensive bibliography.

Managerial Economics and Business Strategy - Michael Baye 2002-06-01

Baye's Managerial Economics and Business Strategy is one of the best-selling managerial economics textbooks. It is the first textbook to blend tools from intermediate microeconomics, game theory, and industrial organization for a managerial economics text. Baye is known for its balanced coverage of traditional and modern topics, and the fourth edition continues to offer the diverse managerial economics marketplace a flexible and up-to-date textbook. Baye offers coverage of frontier research in his new chapter on advanced topics. The Fourth Edition also offers completely new problem material, data, and much more.

Economics of Regulation and Antitrust, fifth edition - W. Kip Viscusi 2018-08-14

A thoroughly revised and updated edition of the leading textbook on government and business policy, presenting the key principles underlying sound regulatory and antitrust policy. Regulation and antitrust are key elements of government policy. This new edition of the leading textbook on government and business policy explains how the latest theoretical and empirical economic tools can be employed to analyze pressing regulatory and antitrust issues. The book departs from the common emphasis on institutions, focusing instead on the relevant underlying economic issues, using state-of-the-art analysis to assess the appropriate design of regulatory and antitrust policy. Extensive case studies illustrate fundamental principles and provide insight on key issues in regulation and antitrust policy. This fifth edition has been thoroughly revised and updated, reflecting both the latest developments in economic analysis and recent economic events. The text examines regulatory practices through the end of the Obama and beginning of the Trump administrations. New material includes coverage of global competition and the activities of the European Commission; recent mergers, including Comcast-NBC Universal; antitrust in the new economy, including investigations into Microsoft and Google; the financial crisis of 2007-2008 and the Dodd-Frank Act; the FDA approval process; climate change policies; and behavioral economics as a tool for designing regulatory strategies.

Macroeconomics, Fourth Canadian Edition, - Stephen D. Williamson 2012-11-30

Note: If you are purchasing an electronic version, MyEconLab does not come automatically packaged with it. To purchase MyEconLab, please visit www.MyEconLab.com or you can purchase a package of the physical text and MyEconLab by searching for ISBN 10: 0321733975 / ISBN 13: 9780321733979. The Williamson text provides a modern approach to macroeconomics in which core economic theory is explained with a focus on the microfoundations of macroeconomic theory using the fundamental concepts learned in microeconomics to understand macroeconomics.

Shared Services as a New Organizational Form - Tanya Bondarouk 2014-07-31

What do shared service models involve? Which business processes can and/or should be shared? This ASM volume deals with such questions relating to the increasingly popular use of Shared Service Centers in organizations. The volume intends to move beyond debating the relevance of shared services towards more systematic research action.

Globalization: A Very Short Introduction - Manfred B. Steger 2020-05-28

We live today in an interconnected world in which ordinary people can become instant online celebrities to fans thousands of miles away, in which religious leaders can influence millions globally, in which humans

are altering the climate and environment, and in which complex social forces intersect across continents. This is globalization. In the fifth edition of his bestselling *Very Short Introduction* Manfred B. Steger considers the major dimensions of globalization: economic, political, cultural, ideological, and ecological. He looks at its causes and effects, and engages with the hotly contested question of whether globalization is, ultimately, a good or a bad thing. From climate change to the Ebola virus, Donald Trump to Twitter, trade wars to China's growing global profile, Steger explores today's unprecedented levels of planetary integration as well as the recent challenges posed by resurgent national populism. ABOUT THE SERIES: The *Very Short Introductions* series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Study Guide for Macroeconomics - Stephen D. Williamson 2007-09-01

The Study Guide, revised by John Stinespring at the Georgia Institute of Technology, contains a variety of useful study tools for students, including: chapter overviews; true-and-false, short-answer, and graphing and numerical questions with complete solutions. Students can purchase the Study Guide from the catalog, or from MyPearsonStore.

Communities in Action - National Academies of Sciences, Engineering, and Medicine 2017-04-27

In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. *Communities in Action: Pathways to Health Equity* seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

Transportation Planning Handbook - ITE (Institute of Transportation Engineers) 2016-07-11

A multi-disciplinary approach to transportation planning fundamentals The *Transportation Planning Handbook* is a comprehensive, practice-oriented reference that presents the fundamental concepts of transportation planning alongside proven techniques. This new fourth edition is more strongly focused on serving the needs of all users, the role of safety in the planning process, and transportation planning in the context of societal concerns, including the development of more sustainable transportation solutions. The content structure has been redesigned with a new format that promotes a more functionally driven multimodal approach to planning, design, and implementation, including guidance toward the latest tools and technology. The material has been updated to reflect the latest changes to major transportation resources such as the HCM, MUTCD, HSM, and more, including the most current ADA accessibility regulations. Transportation planning has historically followed the rational planning model of defining objectives, identifying problems, generating and evaluating alternatives, and developing plans. Planners are increasingly expected to adopt a more multi-disciplinary approach, especially in light of the rising importance of sustainability and environmental concerns. This book presents the fundamentals of transportation planning in a multidisciplinary context, giving readers a practical reference for day-to-day answers. Serve the needs of all users Incorporate safety into the planning process Examine the latest transportation planning software packages Get up to date on the latest standards, recommendations, and codes Developed by The Institute of Transportation Engineers, this book is the culmination of over seventy years of transportation planning solutions, fully updated to reflect the needs of a changing society. For a comprehensive guide with practical answers, The *Transportation Planning Handbook* is an essential reference.

Macroeconomics - Olivier Blanchard 2006

Using words, graphs and algebra, Olivier Blanchard presents an integrated view of macroeconomics. All of the material included in this student text is presented within the context of real world applications.

Organizational Culture and Leadership - Edgar H. Schein 2010-07-16

Regarded as one of the most influential management books of all time, this fourth edition of *Leadership and Organizational Culture* transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals.

Macroeconomics - Arthur O'Sullivan 2012-01-01

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- For Principles of Macroeconomics courses. Questions that drive interest, applications that illustrate concepts, and the tools to test and solidify comprehension. Students come into their first Economics course thinking they will gain a better understanding of the economy around them. Unfortunately, they often leave with many unanswered questions. To ensure students actively internalize economics, O'Sullivan/Sheffrin/Perez use chapter-opening questions to spark interest on important economic concepts, applications that vividly illustrate those concepts, and chapter-ending tools that test and solidify understanding.

Electrical Engineering in Context: Smart Devices, Robots & Communications - Roman Kuc 2014-03-12

ELECTRICAL ENGINEERING IN CONTEXT: SMART DEVICES, ROBOTS & COMMUNICATIONS by bestselling author Roman Kuc describes the basic components and technologies that make today's computer-assisted systems operate and cooperate, inviting the reader to understand by participating in the design process. Directed at the undergraduate electrical engineering student, this book starts with the basics and requires a working knowledge of algebra. Rather than simple plug-and-chug exercises, the book teaches sophisticated problem-solving and design tools. Students will learn through designing digital displays, extracting information from signals, and optimizing system performance through parameter value selection and observing graphical data displays. Animations showing dynamic system behavior and relating to the book figures are available through the book's companion site. At the completion of the course, students will have an understanding of the capabilities of current digital devices and ideas for possible new applications. This will benefit students in other courses requiring quantitative skills and in their profession. To help accomplish this tall order, the book is written in a graduated intensity that can be adapted to the specific needs and talents of each student: Basic commands and graphs are used in first-level problems that illustrate device performance while varying parameter values and in designs that are open-ended, driven by student curiosity. Some problems can be solved using software packages, but many exercises are for paper and pencil solution. MATLAB based examples and problems are also included for users comfortable with computer programming. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Corporate Financiers - C. Read 2014-11-24

The *Corporate Financiers* is the fifth book in a series of discussions about the great minds in the history and theory of finance. While the series addresses the contributions of scholars in our understanding of modern finance, this volume presents the ways in which a corporation creates value. More than two centuries ago,

Adam Smith explained the concept of division of labor and the efficiencies of specialization as the mechanism in which a firm creates value. However, corporations now find themselves outsourcing some processes to other firms as an alternative way to create value. There must be other economic forces at work than simply the internal efficiencies of a firm. We begin by describing the work of a rather obscure scholar named John Burr Williams who demonstrated in 1938 how the earnings of a firm are capitalized into corporate value through its stock price. We then delve into the inner workings of the modern corporation by describing the contributions of Nobel Memorial Prize winners Ronald Coase and Oliver Williamson. More than any others, these scholars created a renewed appreciation for our understanding of the institutional detail of the modern corporation in reducing costs and increasing efficiency. While Coase and Williamson provided meaningful descriptions of the advantage of a corporation, they did not offer prescriptions for the avenues the corporation can create more value in an era when new technologies make outsourcing and telecommuting increasingly possible. Michael Jensen and William Meckling describe in greater detail the nature of the implicit contracts a corporation employs, and recommend remedies to various problems that arise when the goals of the corporation are not aligned with the incentives of its agents. We also describe the further nuances to these relationships as offered by Armen Alchian and Harold Demsetz. We treat the lives of these extraordinary individuals who looked at a very familiar problem in a sufficiently novel light to change the way all look at corporations ever since. That is the test of genius.

Patterns of Entrepreneurship Management - Jack M. Kaplan 2020-09-16

Patterns of Entrepreneurship Management, 6th Edition is the essential roadmap for anyone interested in starting a new venture whether for-profit or social enterprise. Featuring updated themes, new cases, and enhanced interactive learning tools, the sixth edition of Patterns of Entrepreneurship Management addresses the challenges, issues, and rewards real-life entrepreneurs encounter when starting and growing a venture in today's complex world. Using its innovative "Roadmap" approach, this practical guide enables students and aspiring entrepreneurs to design, execute, and maintain their business plan—covering every essential step of the entrepreneurial process, from turning an idea into a business model to securing funding and managing resources. To support student venture development and faculty facilitation of associated topics, the authors have added over 30 worksheets that serve as prompts to help students focus on what should be considered at each stage of venture development. For each chapter, specific "Best Practices" associated with each worksheet have been included to help students understand the theory and/or rationale behind the prompts, helping the student connect the work with where they are in the venture process. The authors draw from their extensive experience launching new ventures and educating thousands of students globally to provide a unique hands-on approach to developing the skills required to start and build a company in the modern business environment. Discussions focus on the real-life challenges facing startup founders: important issues such as how to drive continuous innovation and how to create a company culture that maximizes success.

Macroeconomics - Christopher T. S. Ragan 2019-02-15

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Advanced Macroeconomics - David Romer 2018-02-19

The fifth edition of Romer's Advanced Macroeconomics continues its tradition as the standard text and the starting point for graduate macroeconomics courses and helps lay the groundwork for students to begin doing research in macroeconomics and monetary economics. Romer presents the major theories concerning the central questions of macroeconomics. The theoretical analysis is supplemented by examples of relevant

empirical work, illustrating the ways that theories can be applied and tested. In areas ranging from economic growth and short-run fluctuations to the natural rate of unemployment and monetary policy, formal models are used to present and analyze key ideas and issues. The book has been extensively revised to incorporate important new topics and new research, eliminate inessential material, and further improve the presentation.

The Sciences of the Artificial, third edition - Herbert A. Simon 1996-09-26

Continuing his exploration of the organization of complexity and the science of design, this new edition of Herbert Simon's classic work on artificial intelligence adds a chapter that sorts out the current themes and tools—chaos, adaptive systems, genetic algorithms—for analyzing complexity and complex systems. There are updates throughout the book as well. These take into account important advances in cognitive psychology and the science of design while confirming and extending the book's basic thesis: that a physical symbol system has the necessary and sufficient means for intelligent action. The chapter "Economic Reality" has also been revised to reflect a change in emphasis in Simon's thinking about the respective roles of organizations and markets in economic systems.

Macroeconomics - N. Gregory Mankiw 1996-10-01

Intermediate Macroeconomics - Robert J. Barro 2017-03-22

This brand new EMEA edition of Robert Barro's popular text brings an EMEA perspective whilst also being fully updated to reflect the macroeconomics of a post-financial crisis world. Starting with long-run macroeconomics, this text explores some of the key theories and models in macroeconomics such as the Keynesian model and the business-cycle model, finishing with extending the equilibrium model to the open economy. This exciting new edition provides an accurate and unified presentation of current macroeconomic thought whilst maintaining Professor Barro's original vision for his textbook. This edition also comes with the optional extra of Aplia, a comprehensive online learning assessment tool with auto-graded randomised questions to test students' understanding.

Handbook for Academic Authors - Beth Luey 2010

This fifth edition has been revised to reflect the impact of digital technology on authorship and publishing.

The Washington Consensus Reconsidered - Narcís Serra 2008-04-24

This volume brings together many of the leading international figures in development studies, such as Jose Antonio Ocampo, Paul Krugman, Dani Rodrik, Joseph Stiglitz, Daniel Cohen, Olivier Blanchard, Deepak Nayyar and John Williamson to reconsider and propose alternative development policies to the Washington Consensus. Covering a wide range of issues from macro-stabilization to trade and the future of global governance, this important volume makes a real contribution to this important and ongoing debate. The volume begins by introducing the Washington Consensus, discussing how it was originally formulated, what it left out, and how it was later interpreted, and sets the stage for a formulation of a new development framework in the post-Washington Consensus era. It then goes on to analyze and offer differing perspectives and potential solutions to a number of key development issues, some which were addressed by the Washington Consensus and others which were not. The volume concludes by looking toward formulating new policy frameworks and offers possible reforms to the current system of global governance.

Macroeconomics - Stephen D. Williamson 2017-01-05

Revised edition of the author's Macroeconomics, c2014.

The Dynamics of Military Revolution, 1300-2050 - MacGregor Knox 2001-08-27

Studies the changes that have marked war in the Western World since the thirteenth century.

Convex Optimization - Stephen Boyd 2004-03-08

A comprehensive introduction to the tools, techniques and applications of convex optimization.

Macroeconomics - Olivier Blanchard 2016-05-29

"For intermediate courses in economics." A Unified View of the Latest Macroeconomic Events In " Macroeconomics, " Blanchard presents a unified, global view of macroeconomics, enabling readers to see the connections between goods, financial markets, and labor markets worldwide. Organized into two parts, the text contains a core section that focuses on short-, medium-, and long-run markets and three major extensions that offer more in-depth coverage of the issues at hand. From the major economic crisis and

monetary policy in the United States, to the problems of the Euro area and growth in China, the text helps readers make sense not only of current macroeconomic events but also of events that may unfold in the future. Integrated, detailed boxes in the Seventh Edition have been updated to convey the life of macroeconomics today; reinforce lessons from the models; and help readers employ and develop their analytical and evaluative skills. Also Available with MyEconLab (r) MyEconLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyEconLab does not come packaged with this content. Students, if interested in purchasing this title with MyEconLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyEconLab, search for: 0134472543 / 9780134472546 "Macroeconomics Plus MyEconLab with Pearson eText -- Access Card Package" Package consists of: 0133780589 / 9780133780581 " Macroeconomics" 0133860930 / 9780133860931" MyEconLab with Pearson eText -- Access Card -- for Macroeconomics" "

International Macroeconomics - Stephanie Schmitt-Grohé 2022-09-06

An essential introduction to one of the most timely and important subjects in economics International Macroeconomics presents a rigorous and theoretically elegant treatment of real-world international macroeconomic problems, incorporating the latest economic research while maintaining a microfounded, optimizing, and dynamic general equilibrium approach. This one-of-a-kind textbook introduces a basic model and applies it to fundamental questions in international economics, including the determinants of the current account in small and large economies, processes of adjustment to shocks, the determinants of the real exchange rate, the role of fixed and flexible exchange rates in models with nominal rigidities, and interactions between monetary and fiscal policy. The book confronts theoretical predictions using actual data, highlighting both the power and limits of given theories and encouraging critical thinking. Provides a rigorous and elegant treatment of fundamental questions in international macroeconomics Brings undergraduate and master's instruction in line with modern economic research Follows a microfounded, optimizing, and dynamic general equilibrium approach Addresses fundamental questions in international economics, such as the role of capital controls in the presence of financial frictions and balance-of-payments crises Uses real-world data to test the predictions of theoretical models Features a wealth of exercises at the end of each chapter that challenge students to hone their theoretical skills and scrutinize the empirical relevance of models Accompanied by a website with lecture slides for every chapter

International Trade - Robert C. Feenstra 2008

Combining classic international economics with straight-from-the-headlines immediacy, Feenstra and Taylor's text seamlessly integrates the subject's established core content with new topic areas and new ideas that have emerged from recent empirical studies. Like no other textbook it brings cutting-edge theory, evidence, and policy analysis to the field of international economics. International Economics is available as a complete textbook or in two split volumes: International Trade and International Macroeconomics.

Economics: The User's Guide - Ha-Joon Chang 2014-08-26

From the internationally bestselling author and prizewinning economist--a highly original guide to the global economy. In his bestselling *23 Things They Don't Tell You About Capitalism*, Cambridge economist Ha-Joon Chang brilliantly debunked many of the predominant myths of neoclassical economics. Now, in an entertaining and accessible primer, he explains how the global economy actually works--in real-world terms. Writing with irreverent wit, a deep knowledge of history, and a disregard for conventional economic pieties, Chang offers insights that will never be found in the textbooks. Unlike many economists, who present only one view of their discipline, Chang introduces a wide range of economic theories, from classical to Keynesian, revealing how each has its strengths and weaknesses, and why there is no one way to explain economic behavior. Instead, by ignoring the received wisdom and exposing the myriad forces that shape our financial world, Chang gives us the tools we need to understand our increasingly global and interconnected world often driven by economics. From the future of the Euro, inequality in China, or the

condition of the American manufacturing industry here in the United States--Economics: The User's Guide is a concise and expertly crafted guide to economic fundamentals that offers a clear and accurate picture of the global economy and how and why it affects our daily lives.

Polisi v. Clark and Parker & Gould - Anthony J. Bocchino 2001-01-01

After Maggie Polisi, an associate at the law firm of Parker & Gould, breaks off a relationship with a partner, Simon Clark, she is denied partnership. Polisi sues Clark and the firm for gender discrimination, sexual harassment (quid pro quo and hostile work environment), and defamation. This case file is designed to teach advanced trial skills in a complex action involving both liability and damages. There are three witnesses for both the plaintiff and the defendants. This particular file is the expert edition focusing on trial skills and use of expert witnesses.

Social Science Research - Anol Bhattacharjee 2012-04-01

This book is designed to introduce doctoral and graduate students to the process of conducting scientific research in the social sciences, business, education, public health, and related disciplines. It is a one-stop, comprehensive, and compact source for foundational concepts in behavioral research, and can serve as a stand-alone text or as a supplement to research readings in any doctoral seminar or research methods class. This book is currently used as a research text at universities on six continents and will shortly be available in nine different languages.

Microeconomics - Hubbard 2015

Managing Consumer Services - Enzo Baglieri 2014-05-23

This book presents latest research on the evolution of consumer services, as these services continue to become a larger part of the economy in the world. Four core focal points lead the central message of the book: first, the convergence of back and front offices; second, placing the client as a fundamental input of services production and delivery process, and 'industrializing' the customers' role to combine efficiency and experience; third, the constitution and role of inputs necessary for the configuration, production and delivery of the service, with the crucial role of 'operationalizing' the customers' experience; and fourth, the adoption of new technologies and the appropriate transfer of manufacturing managerial practices through service industrialization. This is a special volume of articles based on solid research and analysis, including conceptualization of the important issues, as well as recommendations for managers. It presents case histories and managerial practices in some key sectors, such as financial services, health care, tourism/hospitality, entertainment and media, online services and home and personal services

Handbook of Research on Decision-Making Techniques in Financial Marketing - Dinçer, Hasan 2019-12-27

Consumer needs and demands are constantly changing. Because of this, marketing science and finance have their own concepts and theoretical backgrounds for evaluating consumer-related challenges. However, examining the function of finance with a marketing discipline can help to better understand internal management processes and compete in today's market. The Handbook of Research on Decision-Making Techniques in Financial Marketing is a collection of innovative research that integrates financial and marketing functions to make better sense of the workplace environment and business-related challenges. Different financial challenges are taken into consideration while many of them are based on marketing theories such as agency theory, product life cycle, and optimal consumer experience. While highlighting topics including behavioral financing, corporate ethics, and Islamic banking, this book is ideally designed for financiers, marketers, financial analysts, marketing strategists, researchers, policymakers, government officials, academicians, students, and industry professionals.

Macroeconomics - Robert J. Barro 2008

Offering a uniquely modern presentation of macroeconomics, this brand-new text makes it easy for instructors to emphasize a solid microfoundations, real-business cycle approach. In the all-new **MACROECONOMICS: A MODERN APPROACH**, leading economist and proven author Robert J. Barro couples his extraordinary command of growth, equilibrium, and business cycles with a focus on microfoundations to create a groundbreaking new macroeconomics textbook steeped in real-world application. Accessibly written and extremely student friendly, the book is packed with current policy and

data examples, reflecting the author's extensive research in the field. The book also includes captivating boxed features, challenging exercises, and innovative online resources like CengageNOW, which enables students to create personalized learning paths and equips instructors with tools to easily assign, grade, and record homework and quizzes. Covering growth theory more completely than any other text, MACROECONOMICS delivers a unified model of macroeconomics that serves well for economics majors

and nonmajors alike.

A History of the Global Economy - Joerg Baten 2016-03-10

"In co-operation with the International Economic History Association."

Macroeconomics - Olivier J. Blanchard 2010