



Principles of Business Economics

By J G Nellis

Pearson Education Limited, United Kingdom, 2006. Paperback. Book Condition: New. 2nd Revised edition. 230 x 172 mm. Language: English . Brand New Book. MBA students value practical application and the applications in the book are interesting and well chosen. The authors have worked hard to make a difficult subject accessible. David Leece, Professor and Head of the Department of Business and Management Studies, Manchester Metropolitan University, MMU Cheshire, UK. I find that this book is at exactly the right level for MBA students. The writing style is very student-friendly; the authors avoid being too technical and present the essential points very clearly. Eleanor Morgan, Senior Lecturer, School of Management, University of Bath, UK The second edition of this highly successful Principles of Business Economics gives undergraduates, MBA students or aspiring managers a clear, concise and accessible text that covers all aspects of an introductory course in microeconomics. This new edition continues to provide a detailed discussion of the core principles of microeconomics in a user-friendly and jargon-free manner, showing how the concepts can be applied in the workplace. Updated and revised throughout with additional international case study applications and new material on the government's role and intervention in economics, this edition...



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