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Altri autori (Persone)	GriffithsAlan <1944-> WallStuart <1946->
Disciplina	338.941
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Nota di bibliografia	Incluye referencias bibliograficas e indice.
Nota di contenuto	1. Changes in the economic structure -- Part I: Theory of the firm -- 2. Financial reports as a source of corporate information -- 3. Firm objectives and firm behaviour -- 4. Entrepreneurship and small/medium-sized enterprises (SMES) -- 5. Mergers and acquisitions in the growth of the firm -- 6. Oligopoly in theory and practice -- 7. The multinational corporation -- 8. Privatization and deregulation -- 9. Beyond markets : critical approaches to microeconomics -- Part II: Environmental, regional and social economics -- 10. The economics of the environment -- 11. Transport -- 12. Health economics -- 13. Distribution of income and wealth -- 14. Trade unions, wages and collective bargaining -- 15. Corporate social and ethical responsibility -- Part III: Macroeconomics -- 16. Consumption and saving -- 17. Investment -- 18. Public expenditure -- 19. Taxation -- 20. Money and monetary policy -- 21. Financial institutions and markets -- 22. Inflation -- 23. Unemployment -- Part IV: International economics --

24. Globalization -- 25. Exchange rates and trade performance -- 26. Free trade, regional trading blocs and protectionism -- 27. The European Union -- 28. The BRIC economies : Brazil, Russia, India and China -- 29. Growth and development -- 30. Managing the global economy : post 'credit crunch' -- A guide to sources -- Index.

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Sommario/riassunto

Applied Economics equips you with the skills and knowledge to apply economic analysis to the current economic problems happening in the world today. Highly praised for its clear presentation, broad coverage of topics, and unique blend of theory and application, Applied Economics brings the subject to life, helping you to understand the relevance of economics in the 'real world'. Combines information and analysis over 30 separate economics and business topic areas. Clear and easy-to-read writing style. Well-balanced blend of theory and application. 5 brand new chapters, including 'Health Economics' and 'Corporate Social and Ethical Responsibility'. Examination of global policy issues helps give a broader international context. New material on the recent financial crisis and its impact on the world economy. Improved online supplements package provides enhanced animated Power Points and additional data questions.

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