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Nota di contenuto	Cover -- Brief Contents -- Detailed contents -- Guided Tour -- Preface -- About The Authors -- Publisher's Acknowledgements -- Part A: Business and Economics -- 1. The Business Environment and Business Economics -- 2. Economics and The World Of Business -- 3. Business Organisations -- Part B: Business and Markets -- 4. The Working Of Competitive Markets -- 5. Business In A Market Environment -- Part C: Background To Demand -- 6. Demand and The Consumer -- 7. Demand and The Firm -- 8. Products, Marketing and Advertising -- Part D: Background To Supply -- 9. Costs Of Production -- 10. Revenue and Profit -- Part E: Supply: Short-Run Profit Maximisation -- 11. Profit Maximisation Under Perfect Competition and Monopoly -- 12. Profit Maximisation Under Imperfect Competition -- Part F: Supply: Alternative Strategies -- 13. An Introduction To Business Strategy -- 14. Alternative Theories Of The Firm -- 15. Growth Strategy -- 16. The

Small-Firm Sector -- 17. Pricing Strategy -- Part G: The Firm In The Factor Market -- 18. Labour Markets, Wages and Industrial Relations -- 19. Investment and The Employment Of Capital -- Part H: The Relationship Between Government and Business -- 20. Reasons For Government Intervention In The Market -- 21. Government and The Firm -- 22. Government and The Market -- Part I: Business In The International Environment -- 23. Globalisation and Multinational Business -- 24. International Trade -- 25. Trading Blocs -- Part J: The Macroeconomic Environment -- 26. The Macroeconomic Environment Of Business -- 27. The Balance Of Payments and Exchange Rates -- 28. Banking, Money and Interest Rates -- 29. Business Activity, Employment and Inflation -- Part K: Macroeconomic Policy -- 30. Demand-Side Policy -- 31. Supply-Side Policy -- 32. International Economic Policy -- Web Appendix -- Key Ideas -- Glossary -- Index.

Sommario/riassunto

This text provides students with a balanced coverage of microeconomic, macroeconomic and international issues.
