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Sommario/riassunto	In today's global village, every manager is a global manager. Even if your business is putatively 'local', with no sales abroad, you still probably face competitors in other countries. Smartonomics provides global managers with a simple, powerful set of macroeconomic tools, which have been rather opaque for non-economists until now. These tools empower managers to think independently, swim against the tide (when necessary) and, at times, enter markets when everyone else is abandoning them. This books gives managers a holistic view of the global marketplace and the systemic risks it conceals.