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Nota di contenuto	Cover -- Title Page -- Copyright Page -- About the authors -- Brief contents -- Detailed contents -- Custom publishing -- Preface -- Publisher's acknowledgements -- Part A Business and economics -- Chapter 1 The business environment and business economics -- 1.1 The business environment -- 1.2 The structure of industry -- 1.3 The determinants of business performance -- Box 1.1 A perfect partnership -- Box 1.2 The biotechnology industry -- Summary -- Review questions -- Chapter 2 Economics and the world of business -- 2.1 What do economists study? -- 2.2 Business economics: the macroeconomic environment -- 2.3 Business economics: microeconomic choices -- Box 2.1 Looking at macroeconomic data -- Box 2.2 What, how and for whom -- Box 2.3 The opportunity costs of studying economics -- Summary -- Review questions -- Appendix: Some techniques of economic analysis -- Summary to appendix -- Review questions to appendix -- Chapter 3 Business organisations -- 3.1 The nature of firms -- 3.2 The firm as a legal entity -- 3.3 The internal organisation of the firm -- Box 3.1 Exploiting asymmetric information -- Box 3.2 Managers and performance -- Box 3.3 The changing nature of business -- Summary -- Review questions -- Part end - additional case studies and relevant websites -- Part B Business and markets -- Chapter 4 The working of competitive markets -- 4.1

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Box 5.1 The measurement of elasticity -- Box 5.2 Elasticity and the incidence of tax -- Box 5.3 Adjusting to oil price shocks -- Box 5.4 Don't shoot the speculator -- Summary -- Review questions -- Part end - additional case studies and relevant websites -- Part C Background to demand -- Chapter 6 Demand and the consumer -- 6.1 Marginal utility theory -- 6.2 Demand under conditions of risk and uncertainty -- 6.3 The characteristics approach to analysing consumer demand -- Box 6.1 Calculating consumer surplus -- Box 6.2 The marginal utility revolution: Jevons, Menger, Walras -- Box 6.3 Adverse selection in the insurance market -- Box 6.4 Rogue traders -- Summary -- Review questions -- Chapter 7 Demand and the firm -- 7.1 Estimating demand functions -- 7.2 Forecasting demand -- Box 7.1 The demand for lamb -- Summary -- Review questions -- Chapter 8 Products, marketing and advertising -- 8.1 Product differentiation -- 8.2 Marketing the product -- 8.3 Advertising -- Box 8.1 The battle of the brands -- Box 8.2 Advertising and the long run -- Summary -- Review questions -- Part end - additional case studies and relevant websites -- Part D Background to supply -- Chapter 9 Costs of production -- 9.1 The meaning of costs -- 9.2 Production in the short run -- 9.3 Costs in the short run -- 9.4 Production in the long run -- 9.5 Costs in the long run -- Box 9.1 The fallacy of using historic costs -- Box 9.2 How vulnerable are you? -- Box 9.3 UK competitiveness: moving to the next stage -- Box 9.4 Minimum efficient scale -- Box 9.5 Fashion cycles -- Summary -- Review questions -- Chapter 10 Revenue and profit -- 10.1 Revenue -- 10.2 Profit maximisation -- Box 10.1 Costs, revenue and profits -- Box 10.2 Opportunity cost of capital in practice -- Box 10.3 Selling ice cream when I was a student -- Summary -- Review questions.

Part end - additional case studies and relevant websites -- Part E Supply: short-run profit maximisation -- Chapter 11 Profit maximisation under perfect competition and monopoly -- 11.1 Alternative market structures -- 11.2 Perfect competition -- 11.3 Monopoly -- 11.4 Potential competition or potential monopoly? The theory of contestable markets -- Box 11.1 Concentration ratios -- Box 11.2 E-commerce -- Box 11.3 Windows cleaning -- Box 11.4 'It could be you' -- Summary -- Review questions -- Chapter 12 Profit maximisation under imperfect competition -- 12.1 Monopolistic competition -- 12.2 Oligopoly -- 12.3 Game theory -- Box 12.1 Eating out in Britain -- Box 12.2 Oligopolies: the good, the bad and the ugly -- Box 12.3 The prisoners' dilemma -- Box 12.4 The Hunger Games -- Summary -- Review questions -- Part end - additional case studies and relevant websites -- Part F Supply: alternative strategies -- Chapter 13 An introduction to business strategy -- 13.1 What is strategy? -- 13.2 Strategic analysis -- 13.3 Strategic choice -- 13.4 Business strategy in a global economy -- 13.5 Strategy: evaluation and implementation -- Box 13.1 Business strategy the Samsung way -- Box 13.2 Hybrid strategy -- Summary -- Review questions -- Chapter 14 Alternative theories of the firm -- 14.1 Problems with traditional theory -- 14.2 Alternative maximising theories -- 14.3 Multiple aims -- Box 14.1 In search of long-run profits -- Box 14.2 Stakeholder power -- Summary

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Sommario/riassunto

This new edition of Economics for Business uses up-to-date case studies to examine the key issues facing the business world today. Looking at everything from the impact of the financial crisis to the operation of individual business, the 7th edition illustrates how economic theory relates to real business issues in a clear, accessible and engaging way designed to help students excel.

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