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Altri autori (Persone)	WaschikRobert G. <1962->
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Nota di contenuto	Book Cover; Title; Copyright; Contents
Sommario/riassunto	This book can be used as a way of introducing business and management students to economic concepts as well as providing economics students with a clear grasp of how to use the skills they will need in the world of business. Topics covered include: *product differentiation *price discrimination *hiring and training workers *labor-management relations *international trade A host of key features are employed to add colour to the text including case studies, examples and discussion questions. Scenarios presented centre upon a diverse range of subjects and firms including Euro