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Nota di bibliografia	Includes bibliographical references (p. 194-203) and index.
Nota di contenuto	Book Cover; Title; Contents; List of figures; List of tables; Preface; THE ECONOMIC WAY OF THINKING; FIRMS, MARKETS AND INDUSTRIES; AIMS OF BUSINESS; THREE MEANINGS OF COMPETITION; PURE COMPETITION, PERFECT COMPETITION AND EFFICIENT MARKETS; MONOPOLY AND ECONOMIC WELFARE; OLIGOPOLY: INTERDEPENDENT DECISIONS; MARKET PROBLEMS: INFORMATION, EXTERNALITIES AND PROPERTY RIGHTS; MARGINAL PRODUCTIVITY AND FACTOR DEMAND; SUPPLY, SUPPLY AND DEMAND, AND RESTRICTED COMPETITION; MARKET COMPLICATIONS: INFORMATION, CO-OPERATION AND CONFLICT; APPROACHES TO GENERAL EQUILIBRIUM; Notes; Index
Sommario/riassunto	Foundations of Business Economics explains microeconomic analysis in terms of real business situations. The underlying theme of the book is the way in which markets link together interdependent activities and how they confront and solve problems of information. The book covers a wide range of issues, including *The economic way of thinking *The Business environment *Product markets *Market failure *Factor markets *General equilibrium Theory is developed carefully but with a light touch and mathematics kept to a minimum, making the book easily acc

