



Markets for Managers: A Managerial Economics Primer

By Anthony J. Evans

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Markets for Managers: A Managerial Economics Primer, Anthony J. Evans, An accessible text that provides managers with a well-rounded economic awareness Successful managers possess an understanding of economic and market principles as they relate to business itself. Markets for Managers presents managerial economics in a casual, accessible format that will help management professionals take economic realities into account when running their companies or divisions. The book takes a global perspective while covering the full range of micro- and macroeconomic principles that managers around the world need to know. Complete with online resources that include further reading and a YouTube playlist, this guide puts business management practice within its economic context to produce a practical tool for managers. By understanding market operation and what might cause market failure, management professionals can lead companies that respond to market pressures and align operating strategies with economic realities. Monetary and fiscal policies affect businesses of all sizes, and in Markets for Managers, business leaders can learn how to read the ever-shifting fiscal landscape. * Delivers market information tailored to managers and the managerial decision-making process * Comprehensively explains macro- and microeconomic ideas in...



READ ONLINE
[9.47 MB]

Reviews

This is an awesome publication which i have actually read. This is certainly for all who statte that there was not a well worth reading through. Its been designed in an extremely straightforward way and it is merely after i finished reading this ebook in which actually changed me, affect the way in my opinion.

-- **Marques Pagac**

Very good e-book and beneficial one. I am quite late in start reading this one, but better then never. I am effortlessly could get a pleasure of looking at a written book.

-- **Alphonso Beahan**