



Economics for Business and CWG Pack

John Sloman, Kevin Hinde, Dean Garratt

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The fifth edition of Economics for Business has been completely overhauled to cover the current issues facing today's business world. Up-to-date case studies covering everything from the credit crunch to the examination of specific businesses, such as Hotel Chocolat and the production of iPods, illustrate how economic theory relates to real business issues and practices. This classic and successful text combines Microeconomics, Macroeconomics, International Economics and Business Economics and Strategy in one user-friendly book and is ideal for anyone studying economics with a business perspective.

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