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MACROECONOMICS

For Management Students

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Macroeconomics For Managers

Myron B. Slovin, Marie E. Sushka



Macroeconomics For Managers:

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Macroeconomics for Managers Michael K. Evans, 2003-11-07 macroeconomics for managers This book by Michael Evans provides an excellent introduction to understanding the impact of the macroeconomy on a business It is well written and makes the subject matter accessible to MBA and college students managers and interested laymen This book belongs on every business bookshelf Raj Aggarwal Kent State University This text offers business managers and business school students an excellent practical explanation of the short term linkages that impact the performance of the overall economy While the underlying theoretical constructs are not ignored emphasis is placed on the empirical underpinnings and managerial implications of macroeconomics The text begins by introducing key concepts such as the GDP National and Personal Income and the various measures of inflation and unemployment Building on this foundation it then analyzes the following aspects of macroeconomics aggregate supply and demand international financial markets cyclical fluctuations policy analysis and forecasting Engaging the reader through many features the text includes detailed case studies and Manager s Briefcase discussions which provide practical applications of macroeconomic concepts to real world situations Additionally each chapter ends with a list of key concepts a chapter summary and practice questions Its short term empirically oriented approach makes this text a distinctive and practical resource for better understanding macroeconomics

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Management Education in India Manish Thakur,R. Rajesh Babu,2016-08-08 This volume problematizes different facets of management education in India pedagogy curricula and disciplinary and institutional practices from the perspective of the Global South The essays in this volume bring out the institutional challenges of crafting a relevant academic programme that converses with both national specificities and global realities Coming from diverse academic specializations the contributors traverse the interface of their respective disciplines with management education In doing so they engage with the ongoing global debate on management education This volume fills a noticeable gap of serious scholarly reflection on the state of management education While there have been sporadic reflections and occasional critiques a critical stocktaking of the institutional and disciplinary aspects of management education has been long wanting This volume is of interest to scholars and practitioners of management education across the

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