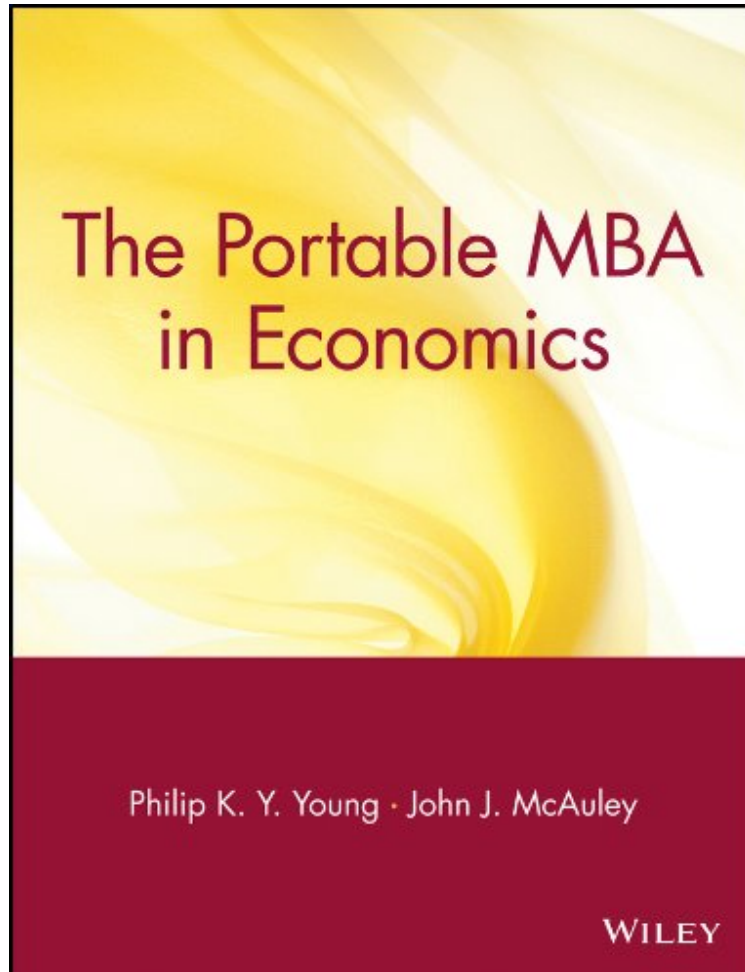


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The Portable MBA in Economics (The Portable MBA Series)

Philip K. Y. Young, John J. McAuley
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matter. It takes some time to digest, so my decision to purchase during the class was a little tardy. However, I did gain some great insights while using it to compliment a current text book. 4 of 6 people found the following review helpful. A novel way to explain economics By Haggenmueller Oliver The authors have made a great effort writing this book, which is divided up in two parts: macro- and microeconomics. It gives insight of how we should understand current economic affairs on both the macronomical and micronomical levels. The book does serve this purpose quite well. I particularly liked the summary at the end of each chapter. The book does however lack in solid economic theory, which makes this book inconsistent. If you are an economics student I would not recommend it for you to actually study economics (there are better books around for that), but merely as a reference to understand that theory is what you learn at univerty, and understanding the theory in practice comes usually afterwards. The big lack of this book is that it is only based from an American point of view and thus is not very useful for anyone living outside the US. Even the international economics chapter won't satisfy your desire to really understand what's is actually going on (when you don't live in the US). What this book totally fails to point out is that the US economy is very different to most other economies in the world. On the whole two stars were awarded for this book, as I think that it is very useful to help your understand the current economic affairs. At the same time it fails in providing solid economic theory, it is based far too much on the US economy, and it is incomplete on other parts. Yet, if you live in the US, are studying economics and want to understand what it all means in practice, this book will help you! If not, don't bother.

This essential addition to the acclaimed Portable MBA Series contains an important group of concepts and skills in order to understand the business environment along with a framework for making business decisions. Demonstrates how to assess economic news and apply this information to business forecasting and such problems as pricing product and whether to initiate a marketing campaign. Features an economic tool kit which explains economic indicators, the Federal Reserve's role, foreign trade and exchange rates, how to analyze demand for a product and pricing cost benefit evaluation. Includes numerous examples and case studies.

From the Publisher This essential addition to the acclaimed Portable MBA Series contains an important group of concepts and skills in order to understand the business environment along with a framework for making business decisions. Demonstrates how to assess economic news and apply this information to business forecasting and such problems as pricing product and whether to initiate a marketing campaign. Features an economic tool kit which explains economic indicators, the Federal Reserve's role, foreign trade and exchange rates, how to analyze demand for a product and pricing cost benefit evaluation. Includes numerous examples and case studies. From the Back Cover Sharp managers and entrepreneurs nowadays make it their business to have a good working knowledge of economics. That's because they know that trying to conduct business without a solid grasp of such essential economic facts of life as gross domestic product, the Federal Reserve, rates of exchange, inflation and unemployment, and the balance of trade would be like trying to sail without the proper navigational tools. Now The Portable MBA in Economics makes it easier than ever for you to acquire the working knowledge of economics you need to be effective in today's business world. Writing in a crisp, highly accessible style, the authors demystify the science of economics for you. With the help of dozens of real-world examples and case studies, they breathe life into abstract concepts and bring vague-sounding theories down to earth. They school you in the basics of both macro- and micro-economics and show you how they relate to one another, and above all, how both directly affect your business. And most importantly, they teach you how to apply what you've learned to your day-to-day decision making and planning. With The Portable MBA in Economics toolkit in hand, you'll learn how to read important economic indicators, understand the role of the Federal Reserve, grasp the intricacies of foreign trade, interpret the ups and downs of foreign exchange rates, analyze demand for a product, comprehend the causes and effects of unemployment and inflation, conduct a pricing cost benefit analysis, and much more. Once you've digested the easy lessons The Portable MBA in Economics has to teach, the economic news you see and hear in the news each day will leap into sharper focus. You'll learn to read between the lines as never before, develop a more comprehensive view of the business world and your place in it, and as a result, you'll become a shrewder, more effective decision maker and leader.