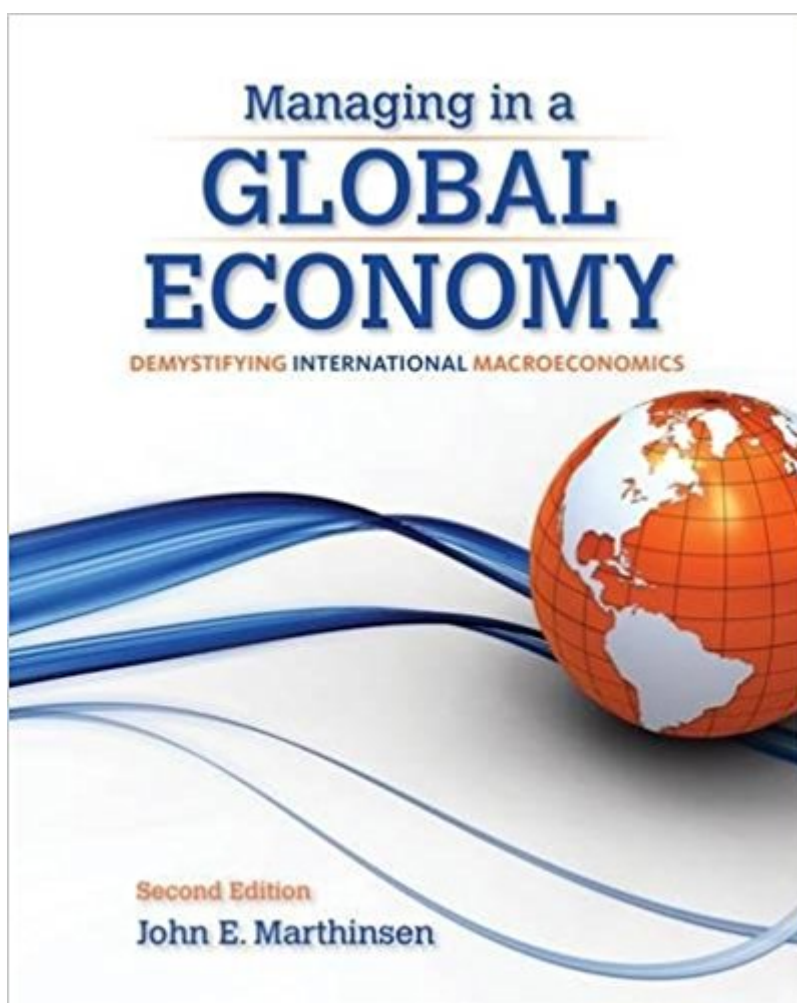


The book was found

Managing In A Global Economy: Demystifying International Macroeconomics



Synopsis

Prepare for success in business with **MANAGING IN A GLOBAL ECONOMY: DEMYSTIFYING INTERNATIONAL MACROECONOMICS**, the only book written specifically for MBA students! With business applications, concrete business examples, and an approach to macroeconomic theory via markets, Marthinsen shows you how macroeconomics can help you make better business decisions. With this clear, concise, and highly practical book, you'll grasp practical "big picture" concepts, develop an understanding of what causes macroeconomic variables to change, and see how these changes affect the types of issues you'll confront as a manager. Rather than focusing on dry, overly complex macroeconomic models, the author uses theory only as a means to an end for practical understanding, includes a minimum of math, and keeps you visually engaged with figures, tables, charts, and illustrative exhibits. **MANAGING IN A GLOBAL ECONOMY, 2e**, will equip you with a macroeconomic perspective that will help you throughout your business career.

Book Information

Hardcover: 816 pages

Publisher: South-Western College Pub; 2 edition (February 25, 2014)

Language: English

ISBN-10: 128505542X

ISBN-13: 978-1285055428

Product Dimensions: 9.3 x 7.6 x 1.4 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 5 customer reviews

Best Sellers Rank: #32,785 in Books (See Top 100 in Books) #52 in Books > Business & Money > International > Economics #55 in Books > Textbooks > Business & Finance > Economics > Macroeconomics #60 in Books > Textbooks > Business & Finance > International Business

Customer Reviews

Dr. John E. Marthinsen is Professor of Economics and International Business at Babson College in Babson Park, MA, where he holds The Distinguished Chair in Swiss Economics of the Glavin Center for Global Entrepreneurial Leadership. Dr. Marthinsen received his B.A. from Lycoming College and both his M.A. and Ph.D. from the University of Connecticut. He has extensive consulting experience, working for both domestic and international companies, as well as for the U.S. government. Dr. Marthinsen served on the United Nations Association's Economic Policy Council and lectured at the University of Bern and University of Basel in Switzerland and the

University of Nuremberg in Germany. John Marthinsen is a member of the Board of Directors for Givaudan SA, a Swiss-based flavors and fragrances company.

The best book for learning economics. Easy to read. Pretty good examples and graphs.

Used for Global Economics course at ERAU.

Fantastic book. Written clearly and fun to read

Amazing book, really informative.

Love it

[Download to continue reading...](#)

Managing in a Global Economy: Demystifying International Macroeconomics Demystifying Opioid Conversion Calculations: A Guide for Effective Dosing (McPherson, Demystifying Opioid Conversion Calculations) 5 Steps to a 5 AP Macroeconomics 2018 edition (5 Steps to a 5 AP Microeconomics and Macroeconomics) The Trouble with Tea: The Politics of Consumption in the Eighteenth-Century Global Economy (Studies in Early American Economy and Society from the Library Company of Philadelphia) Global Supply Chains: Evaluating Regions on an EPIC Framework â “ Economy, Politics, Infrastructure, and Competence: â œEPICâ • Structure â “ Economy, Politics, Infrastructure, and Competence Open Economy Macroeconomics The Global Minotaur: America, Europe and the Future of the Global Economy (Economic Controversies) International Political Economy: Perspectives on Global Power and Wealth (Sixth Edition) Global Political Economy: Understanding the International Economic Order International Political Economy: Perspectives on Global Power and Wealth (Fifth Edition) Applied International Finance: Managing Foreign Exchange Risk and International Capital Budgeting Demystifying Anorexia Nervosa: An Optimistic Guide to Understanding and Healing (Developmental Perspectives in Psychiatry) Transitions Through the Perimenopausal Years: Demystifying Your Journey Love at First Stitch: Demystifying Dressmaking Demystifying Disney: A History of Disney Feature Animation Demystifying Bach at the Piano: Problem Solving in the Inventions and Sinfonias Hot Thai Kitchen: Demystifying Thai Cuisine with Authentic Recipes to Make at Home The Wine Handbook - A Field Guide to Demystifying Wine (The Back To Basics Handbooks) Demystifying the Out-of-Body Experience: A Practical Manual for Exploration and Personal Evolution Transcendental-meditation:

Mindful Meditation, A Beginners Guide To Demystifying Meditation & Being Mindful With
Transcendental-meditation

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)