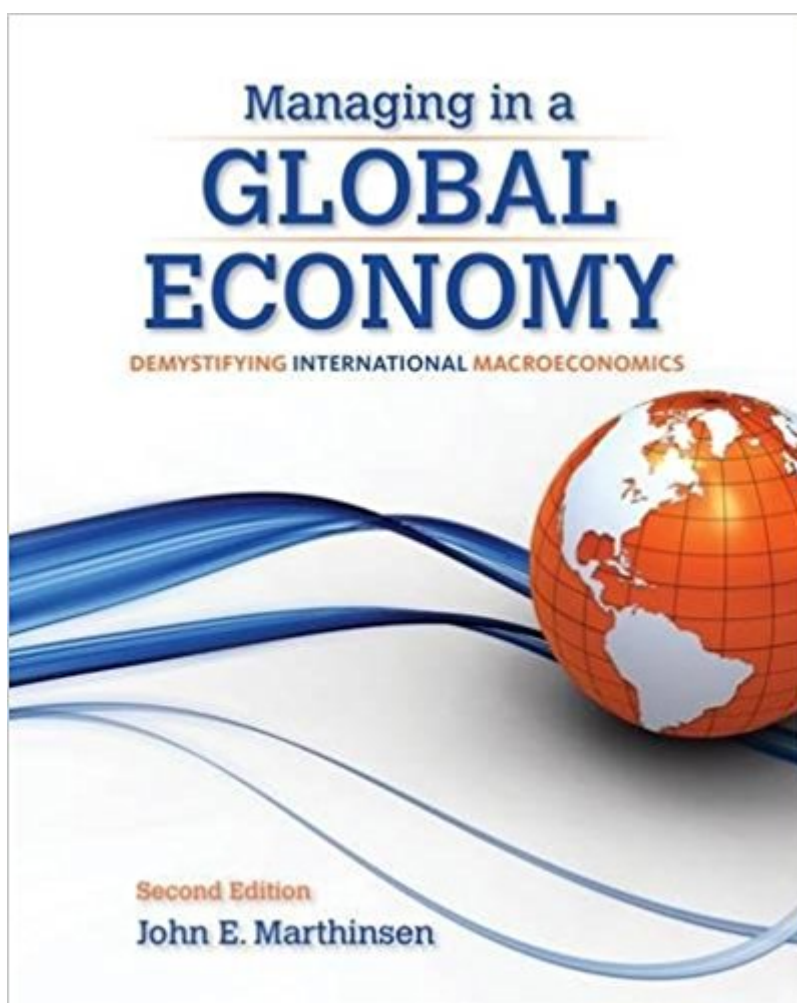


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Managing In A Global Economy: Demystifying International Macroeconomics



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.

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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.

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