



Business Economics

Andrew Gillespie

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What determines the demand for products? Why do some businesses succeed and others fail? How do managers establish a pricing strategy? In the world of business, the ability to understand economic issues is crucial to making successful business decisions.

Written specifically for business students, this lively and engaging textbook provides an ideal introduction to economics. The author adopts the viewpoint of a manager and focuses on the relevance of economic concepts to business practice. While the content is firmly based in economic theory, the text is packed full of thought-provoking and contemporary examples to encourage the development of problem-solving skills and to enable business students to readily engage with economics.

Business Economics is particularly well suited to one semester courses, and its concise and accessible style makes it core reading for all business students taking their first course in economics.

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