Preface

This book is for students interested in business. It is not an economics book with some business applications. Instead, we highlight problems faced by real businesses and show how economics can help solve these decision problems.

Our approach

This approach is new, and focuses on what as a business student you really need. It is issue driven, utilizing theories and evidence only after a problem has been identified. Business decisions are the focus on the screen, and economic reasoning is merely the help button to be accessed when necessary. Of course, good help buttons are invaluable.

Our coverage

Our book offers a complete course for business students wanting to appreciate why economics is so often the backup that you require. After a brief introduction, we help you to understand how markets function and how businesses compete, then we train you to evaluate problems posed by the wider economic from one topic to another, as you might on the Internet. Active learning both engages your interest and helps you remember things.

Online of course

Our online supplements include access to Connect, McGraw-Hill's web-based assignment and assessment platform. Connect allows instructors to assign auto-graded quizzes and tests, view reports on students' results and get a clearer picture of student progress. For students, Connect provides access both to assignments from your lecturer and to resources for independent study. It provides immediate feedback on how well you know each topic from the book and gives you reading suggestions, MP3 revision notes, additional case studies, animations and practice tests to improve your understanding.

In addition, an Online Learning Centre provides key teaching aids for lecturers.

Summing up

We were prompted to write this book because fewer and fewer students are studying economics for its own sake. More and more students are switching to courses that study business as a whole.

This creates a market.

David Begg Damian Ward May 2012