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Microeconomics For Dummies *John Wiley & Sons* Your no-nonsense guide to microeconomics The study of microeconomics isn't for the faint of heart. Fortunately, **Microeconomics For Dummies** is here to help make this tough topic accessible to the masses. If you're a business or finance major looking to supplement your college-level microeconomics coursework—or a professional who wants to expand your general economics knowledge into the microeconomics area—this friendly and authoritative guide will take your comprehension of the subject from micro to macro in no time! Cutting through confusing jargon and complemented with tons of step-by-step instructions and explanations, it helps you discover how real individuals and businesses use microeconomics to analyze trends from the bottom up in order to make smart decisions. Snagging a job as an economist is fiercely competitive—and highly lucrative. Having microeconomics under your belt as you work toward completing your degree will put you head and shoulders above the competition and set you on the course for career advancement once you land a job. So what are you waiting for? Analyze small-scale market mechanisms Determine the elasticity of products within the market systems Decide upon an efficient way to allocate goods and services Score higher in your microeconomics class Everything you need to make microeconomics your minion is a page away! **Macroeconomics For Dummies** *John Wiley & Sons* The fast and easy way to make macroeconomics manageable **Macroeconomics** is kind of a big deal. Without it, we wouldn't have the ability to study the economy as a whole—which is something that affects almost every aspect of your life, whether you realize it or not. From your employment status to how much you earn and pay in taxes, macroeconomics really matters. Breaking down this complicated and fascinating topic into manageable pieces, **Macroeconomics For Dummies** gives you fast and easy access to a subject that has a tendency to stump the masses. With the help of this plain-English guide, you'll quickly find out how to gather data about economies to inform hypotheses on everything from the impact of cutting government spending to the underlying causes of recessions and high inflation. Analyze business cycles for overall economic health Study economic indicators such as unemployment Understand financial trends on the international market Score higher in your macroeconomics class Filled with step-by-step instruction and enlightening real-world examples, this is the only book you need to slay the beast and make macroeconomics your minion! **Economics For Dummies** *John Wiley & Sons* Grasp the history, principles, theories, and terminology of economics with this updated bestseller Since the initial publication of **Economics For Dummies** in 2005, the U.S. has endured a number of drastic changes and events that sent its economy into a tailspin. This newly revised edition presents updated material about the recent financial crisis and the steps taken to repair it. Packed with refreshed information and relevant new examples from today's economy, it gives you a straightforward, easy-to-grasp understanding of how the economy functions—and how it influences personal finances. New information on deciphering consumer behavior Refresh coverage of fiscal and monetary policies A new chapter on health care policy and the financial crisis Presenting complex theories in simple terms and helping you decode the jargon, understand the equations, and debunk the common misconceptions, **Economics For Dummies** tackles the topic in terms you can understand. **Industrial Organization Contemporary Theory and Empirical Applications** *John Wiley & Sons* Pepall's **Industrial Organization: Contemporary Theory and Empirical Applications**, 5th Edition offers an accessible text in which topics are organized in a manner that motivates and facilitates progression from one chapter to the next. It serves as a complete, but concise, introduction to modern industrial economics. The text uniquely uses the tools of game theory, information economics, contracting issues, and practical examples to examine multiple facets of industrial organization. The fifth edition is more broadly accessible, balancing the tension between making modern industrial analysis accessible while also presenting the formal abstract modeling that gives the analysis its power. The more overtly mathematical content is presented in the **Contemporary Industrial Organization** text (aimed at the top tier universities) while this **Fifth Edition** will be less mathematical (aimed at a wider range of four-year colleges and state universities. **Macroeconomics Demystified** *McGraw Hill Professional* Become a master of macroeconomics (without formal economics training). Do you really understand how the business cycle, fiscal policy, and other broad-based economic concepts affect your income, investments, and bank account? **Macroeconomics Demystified** will make sure you do, providing you with a concise yet detailed introduction to the macroeconomic principles and policies that regularly impact your professional life and financial status. This unique, hands-on guide uses clear graphs, succinct explanations, and practical examples—along with chapter-ending quizzes and two 60-question final exams—to help you easily grasp this vital and fascinating topic. From fundamental concepts like supply and demand to ways in which government fiscal policy can help or hurt the stock market, it provides a crystal-clear picture of classic macroeconomic concepts and principles and their often unseen influence on everyday life. Simple enough for a beginner, yet detailed enough for a college student, **Macroeconomics Demystified** is your clearest and most direct route to understanding macroeconomics. Here's everything you need to understand: Basics--The circular flow model, aggregate supply and aggregate demand, money and the federal reserve system, the money market, global economics Goals--Requirements to achieve economic growth, full employment GDP, tools for maintaining price stability Models--the classical model, the Keynesian model, and the monetarist model Policy--Uses of fiscal policy to achieve macroeconomic goals, rules required for effective monetary policy **Contemporary Industrial Organization: A Quantitative Approach** *Wiley Global Education* The author team behind the bestselling text, **Industrial Organization**, has written a brand new, calculus-based text designed to prepare students for a complete analysis of all facets of industrial organization. **Contemporary Industrial Organization** enhances students' understanding of the strategic behavior of firms, the structure of markets, and imperfect competition using calculus, game theory, econometrics, and practical examples and applications. This text's unique presentation and blend of quantitative and qualitative tools assumes familiarity with intermediate microeconomics with calculus and econometrics. **Advertising and the Marketplace An Economics Perspective** *Edward Elgar Publishing* This accessible and comprehensive textbook explores the role of advertising in the marketplace. It investigates how firms' advertising strategies are informative, persuasive or add value to the product advertised. The book explains in detail empirical methodologies used to identify the impact of advertising on consumer demand and on market structure and reviews some recent empirical findings. It concludes with an in-depth exploration of digital advertising and auctions along with a framework for current antitrust investigations into two-sided platforms (Google, Facebook) that are funded by advertising revenues. **Microeconomics Made Simple Basic Microeconomic Principles Explained in 100 Pages Or Less** Find all of the following topics, explained in plain-English: Introduction: What is Economics? Not a Perfect Model Microeconomics vs. Macroeconomics 1. Maximizing Utility Decreasing Marginal Utility Opportunity Costs 2. Evaluating Production Possibilities Production Possibilities Frontiers Absolute and Comparative Advantage 3. Demand Determinants of Demand Elasticity of Demand Change in Demand vs. Change in Quantity Demanded 4. Supply Determinants of Supply Elasticity of Supply Change in Supply vs. Change in Quantity Supplied 5. Market Equilibrium How Market Equilibrium is Reached The Effect of Changes in Supply and Demand 6. Government Intervention Price Ceilings and Price Floors Taxes and Subsidies 7. Costs of Production Marginal Cost of Production Fixed vs. Variable Costs Short Run vs. Long Run Sunk Costs Economic Costs vs. Accounting Costs 8. Perfect Competition Firms Are Price Takers Making Decisions at the Margin Consumer and Producer Surplus 9. Monopoly Market Power Deadweight Loss with a Monopoly Monopolies and Government 10. Oligopoly Collusion Cheating the Cartel Government Intervention in Oligopolies 11. Monopolistic Competition Competing via Product Differentiation Loss of Surplus with Monopolistic Competition Conclusion: The Insights and Limitations of Economics **Behavioral Economics For Dummies** *John Wiley & Sons* A guide to the study of how and why you really make financial decisions While classical economics is based on the notion that people act with rational self-interest, many key money decisions—like splurging on an expensive watch—can seem far from rational. The field of behavioral economics sheds light on the many subtle and not-so-subtle factors that contribute to our financial and purchasing choices. And in **Behavioral Economics For Dummies**, readers will learn how social and psychological factors, such as instinctual behavior patterns, social pressure, and mental framing, can dramatically affect our day-to-day decision-making and financial choices. Based on psychology and rooted in real-world examples, **Behavioral Economics For Dummies** offers the sort of insights designed to help investors avoid impulsive mistakes, companies understand the mechanisms behind individual choices, and governments and nonprofits make public decisions. A friendly introduction to the study of how and why people really make financial decisions The author is a professor of behavioral and institutional economics at Victoria University An essential component to improving your financial decision-making (and even to understanding current events), **Behavioral Economics For Dummies** is important for just about anyone who has a bank account and is interested in why—and when—they spend money. **Microeconomics For Dummies** *John Wiley & Sons* Your no-nonsense guide to microeconomics The study of microeconomics isn't for the faint of heart. Fortunately, **Microeconomics For Dummies** is here to help make this tough topic accessible to the masses. If you're a business or finance major looking to supplement your college-level microeconomics coursework—or a professional who wants to expand your general economics knowledge into the microeconomics area—this friendly and authoritative guide will take your comprehension of the subject from micro to macro in no time! Cutting through confusing jargon and complemented with tons of step-by-step instructions and explanations, it helps you discover how real individuals and businesses use microeconomics to analyze trends from the bottom up in order to make smart decisions. Snagging a job as an economist is fiercely competitive—and highly lucrative. Having microeconomics under your belt as you work toward completing your degree will put you head and shoulders above the competition and set you on the course for career advancement once you land a job. So what are you waiting for? Analyze small-scale market mechanisms Determine the elasticity of products within the market systems Decide upon an efficient way to allocate goods and services Score higher in your microeconomics class Everything you need to make microeconomics your minion is a page away! **AP® Microeconomics Crash Course, For the New 2020 Exam, Book + Online** *Research & Education Assoc.* "REA: the test prep AP teachers recommend." **Microeconomics Demystified A Self-Teaching Guide** *McGraw Hill Professional* There's no easier, faster, or more practical way to learn the really tough subjects **Microeconomics Demystified** features a clear and easy-to-understand presentation of the concepts and principles of microeconomics, with generous applications and examples. This self-teaching guide comes complete with key points, background information, quizzes at the end of each chapter, and even a final exam. Simple enough for beginners but challenging enough for advanced students, this is a lively and entertaining brush-up, introductory text, or classroom supplement. **Macroeconomics For Dummies - UK Edition** *John Wiley & Sons* An accessible and engaging introduction to the big picture of UK and international economics Are you studying macroeconomics, but don't know inflation from stagflation? Have no fear! This easy-to-understand guide, written specifically for the UK market, is packed with real-world examples and cases that easily illustrate the key concepts you'll need to know to fully grasp macroeconomics and ace your exams. Taking a fun, step-by-step approach to the topic, this great guide provides an engaging introduction to macroeconomics and then delves into more specific topics, such as business cycles, inflation, unemployment, domestic output, monetary policy, and much more. When it comes to the interaction of politics, business decisions, consumer actions, and monetary policy, the study of economics is international in scope. That means you must understand not just the economies of nations, but also the interrelatedness of national economies throughout the world. This easy, accessible guide will help you: Find out how many different financial, business, consumer, and political factors interact to create the overall economic reality of nations Understand business cycles, economic growth, and fiscal and monetary policies

Study the relationships of various economic indicators, such as inflation, unemployment, and domestic output Gain a solid understanding of macroeconomics by building on microeconomic principles and using real-world examples If you're struggling with your economics course or you need to get up to speed on the topic of macroeconomics quickly, **Macroeconomics For Dummies** has you covered! **Econometrics For Dummies** *John Wiley & Sons* Score your highest in econometrics? Easy. Econometrics can prove challenging for many students unfamiliar with the terms and concepts discussed in a typical econometrics course. **Econometrics For Dummies** eliminates that confusion with easy-to-understand explanations of important topics in the study of economics. **Econometrics For Dummies** breaks down this complex subject and provides you with an easy-to-follow course supplement to further refine your understanding of how econometrics works and how it can be applied in real-world situations. An excellent resource for anyone participating in a college or graduate level econometrics course Provides you with an easy-to-follow introduction to the techniques and applications of econometrics Helps you score high on exam day If you're seeking a degree in economics and looking for a plain-English guide to this often-intimidating course, **Econometrics For Dummies** has you covered. **Managerial Economics For Dummies** *John Wiley & Sons* The easy way to make sense of managerial economics Does the study of Managerial Economics make your head spin? Relax! This hands-on, friendly guide helps you make sense of complex business concepts and explains to you in plain English how Managerial Economics enhances analytical skills, assists in rational configuration, and aids in problem-solving. **Managerial Economics For Dummies** gives you a better understanding of all the major concepts you'll encounter in the classroom: supply and demand, elasticity, decision-making, quantitative analysis of business situations, risk analysis, production analysis, pricing analysis, capital budgeting, critical thinking skills, and much more. Tracks to a typical Managerial Economics course Includes easy-to-understand explanations and examples Serves as a valuable classroom supplement If you're enrolled in business courses looking for a supplemental guide to aid your understand of the complex theories associated with this difficult topic, or a manager already in the corporate world looking for a refresher, **Managerial Economics For Dummies** has you covered. **Marketing Communications A Brand Narrative Approach** *John Wiley & Sons* **Marketing Communications: A Brand Narrative Approach** is a mainstream, student-driven text which gives prominence to the driving force of all Marketing Communications: the imperative of Branding. The book aims to engage students in an entertaining, informative way, setting the conceptual mechanics of Marketing Communications in a contemporary, dynamic context. It includes key current trends such as: Brand narrative approach - Cases such as Dove, Harley-Davidson, Nike and World of War Craft feature real-life, salient examples which are engaging for students and reflect the growth of co-authored brand 'stories' to help build and maintain brands by customer engagement through meaningful dialogues. Media neutral/multi-media approach - This text has a sound exploration of online and offline synergy combining one-message delivery and multi-media exposures, through examples of companies and political campaigns using 'non-traditional' media to reach groups not locking into 'normal channels'. This brand new text features an impressive mixture of real-life brand case studies underpinned with recent academic research and market place dynamics. The format is structured into three sections covering analysis, planning and implementation and control of Marketing Communications. Using full colour examples of brands, and student-friendly diagrams, the book acknowledges that the modern student learns visually as well as through text. **The Economic Theory of Product Differentiation** *Cambridge University Press* There are few industries in modern market economies that do not manufacture differentiated products. This book provides a systematic explanation and analysis of the widespread prevalence of this important category of products. The authors concentrate on models in which product selection is endogenous. In the first four chapters they consider models that try to predict the level of product differentiation that would emerge in situations of market equilibrium. These market equilibria with differentiated products are characterised and then compared with social welfare optima. Particular attention is paid to the distinction between horizontal and vertical differentiation as well as to the related issues of product quality and durability. This book brings together the most important theoretical contributions to these topics in a succinct and coherent manner. One of its major strengths is the way in which it carefully sets out the basic intuition behind the formal results. It will be useful to advanced undergraduate and graduate students taking courses in industrial economics and microeconomic theory. **The Applied Theory of Price International Finance For Dummies** *John Wiley & Sons* Want to get the most out of your International Finance course? Nowadays the value of daily foreign exchange trading is more than one hundred times the value of annual international trade in goods and services. As result of the great importance of international financial transactions, the subject of international finance continues to develop as fast as—or faster than—any other field in economics and finance. **International Finance For Dummies** sheds light on this increasingly important subject for the growing number of students required to take this course. If you're an undergraduate or MBA student enrolled in an international finance course, this hands-on, friendly guide gives you everything you need to succeed. Plus, it includes up-to-date information on the latest changes to International Finance Reporting Standards, its impact on a company's overall finances, and the various currencies and institutions available worldwide. Serves as an excellent supplement to your international finance texts Provides easy-to-understand explanations of complex material Brings you up-to-speed on the concepts and subject matter you need to know **International Finance For Dummies** is your ticket to scoring your highest in your international finance course. **Import / Export Kit For Dummies** *John Wiley & Sons* Your easy-to-follow primer on the exciting world of import/export With an increased focus on global trade, this new edition of **Import/Export Kit For Dummies** provides entrepreneurs and small- to mid-sized businesses with the critical, entry-point information they need to begin exporting their products around the world—as well as importing goods to sell. Inside, you'll find the most up-to-date information on trade regulations, where to turn for additional guidance on seamlessly navigating the dreaded red tape, and much more. With significant changes in technology, expanding economics, and international trade agreements, the global marketplace continues to grow and change rapidly. In fact, companies that do business internationally are proven to grow faster and fail less often than companies that don't. This authoritative reference is packed with everything you need to get started, so why not get in on the game while the going is good? Gets you up to speed on the lingo of international business Shows you how to follow guidelines for developing a successful business and marketing plan Helps you understand distributor and agent agreement outlines Offers unprecedented insight on pinpointing the right markets for your import/export business Importing and exporting goods is a valuable way to expand your business and take part in the global economy, and this hands-on, friendly guide shows you how. **Microeconomics in Context** *Routledge* **Microeconomics in Context** lays out the principles of microeconomics in a manner that is thorough, up to date, and relevant to students. Like its counterpart, **Macroeconomics in Context**, the book is uniquely attuned to economic realities. The "in Context" books offer affordability, accessible presentation, and engaging coverage of current policy issues from economic inequality and global climate change to taxes. Key features include: --Clear explanation of basic concepts and analytical tools, with advanced models presented in optional chapter appendices; --Presentation of policy issues in historical, institutional, social, political, and ethical context--an approach that fosters critical evaluation of the standard microeconomic models, such as welfare analysis, labor markets, and market competition; --A powerful graphical presentation of various measures of well-being in the United States, from income inequality and educational attainment to home prices; --Broad definition of well-being using both traditional economic metrics and factors such as environmental quality, health, equity, and political inclusion; --New chapters on the economics of the environment, taxes and tax policy, common property and public goods, and welfare analysis; --Expanded coverage of high-interest topics such as behavioral economics, labor markets, and healthcare; --Full complement of instructor and student support materials online, including test banks and grading through Canvas. **Industrial Organization Contemporary Theory and Practice** This comprehensive Instructor's Manual provides valuable resources including Learning Objectives, Lecture Hints and Ideas, Suggestions for the instructor, and detailed answers to Practice Problems and End of Chapter problems. **Microeconomics Quick Study** *Quickstudy* With the economy currently in turmoil, understanding how businesses and consumers interact is more important than ever--for business owners and students of economics, alike. A handy, fluff-free resource tool, our 3-panel (6-page) guide simplifies the world of microeconomics through the use of definitions, formulas and full-color tables and charts. **The Labor-Managed Firm Theoretical Foundations** *Cambridge University Press* This book uses economic theory to argue that worker-controlled firms are rare due to market failures rather than inherent organizational defects. The book will be of interest to scholarly researchers, graduate students, and advanced undergraduates in economics, especially in industrial organization, labor economics, comparative economics, organizational economics, and finance. **Microeconomics for Managers** *W W Norton & Company Incorporated* Developed over a ten year period at the Stanford Business School, this textbook underscores the connections between microeconomics and business. Its full-length, integrated case studies reveal how economic models can yield answers to practical problems. **Industrial Organization A Strategic Approach** Through an effective blend of analysis and examples this text integrates the game theory revolution with the traditional understanding of imperfectly competitive markets. **Health Economics** *Bloomsbury Publishing* Comprehensive in coverage this textbook, written by academics from leading institutions, discusses current developments and debates in modern health economics from an international perspective. Economic models are presented in detail, complemented by real-life explanations and analysis, and discussions of the influence of such theories on policymaking. Offering sound pedagogy and economic rigor, **Health Economics** focuses on building intuition alongside appropriate mathematical formality, translating technical language into accessible economic narrative. Rather than shying away from intellectual building blocks, students are introduced to technical and theoretical foundations and encouraged to apply these to inform empirical studies and wider policymaking. **Health Economics** provides: - A broad scope, featuring comparative health policy and empirical examples from around the world to help students relate the principles of health economics to everyday life - Coverage of topical issues such as the obesity epidemic, economic epidemiology, socioeconomic health disparities, and behavioural economics - A rich learning resource, complete with hundreds of exercises to help solidify and extend understanding. This book is designed for advanced undergraduate courses in health economics and policy but may also interest postgraduate students in economics, medicine and health policy. **Intermediate Microeconomics: A Modern Approach** Ninth International Student Edition *W. W. Norton & Company* This best-selling text is still the most modern presentation of the subject. The Varian approach gives students tools they can use on exams, in the rest of their classes, and in their careers after graduation. **Marketing Strategy A Decision-focused Approach** **Marketing Strategy, 8e** is a focused, succinct text which can be used on its own or packaged with a case book. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing's cross/inter-functional relationships. This text distinguishes itself from competitors by maintaining a strong approach to strategic decision making. The eighth edition helps students integrate what they have learned about analytical tools and the 4P's of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition. **Principles of Macroeconomics for AP® Courses 2e** **Principles of Macroeconomics for AP® Courses 2e** covers the scope and sequence requirements for an Advanced Placement® macroeconomics course and is listed on the College Board's AP® example textbook list. The second edition includes many current examples and recent data from FRED (Federal Reserve Economic Data), which are presented in a politically equitable way. The outcome is a balanced approach to the theory and application of economics concepts. The second edition was developed with significant feedback from current users. In nearly all chapters, it follows the same basic structure of the first edition. General descriptions of the edits are provided in the preface, and a chapter-by-chapter transition guide is available for instructors. **The Antitrust Revolution The Role of Economics** *Oxford University Press, USA* **Boeing Versus Airbus The Inside Story of the Greatest International Competition in Business** *Vintage Books* The author of **The Sporty Game** journeys behind the scenes to examine the high-stakes rivalry between the world's two largest aircraft manufacturers--Boeing and Airbus--drawing on interviews with industry insiders to reveal how Boeing lost its edge in the marketplace and what it is doing to reclaim its status. Reprint. 20,000 first printing. **Boom Bust House Prices, Banking and the Depression of 2010** *Shephard-Walwyn* Not employment or inflation as argued during the Great Depression and years of Reaganomics, the mechanism that drives the business cycle is proven to be the housing and property market in this analysis of the instability of financial markets. The consequences of how neoclassical economics ignores the importance of land are presented in a discussion of the dot-com crash. Agricultural, industrial, and commercial property and the housing market are examined to suggest that policymakers must revise their treatment of land in economic decisions to avoid the next economic crash, predicted for 2010. **Accounting All-in-One For Dummies** *John Wiley & Sons* Your all-in-one accounting resource If you're a numbers person, it's your lucky day! Accounting jobs are on the rise — in fact, the Bureau of Labor Statistics projects a faster-than-average growth rate of 11% in the industry through 2024. So, if you're seeking long-term job security while also pursuing your passion, you'll be stacking the odds in your favor by starting a career in accounting. Accountants don't necessarily lead a solitary life behind a desk in a bank. The field offers

opportunities in auditing, budget analysis, financial accounting, management accounting, tax accounting, and more. In *Accounting All-in-One For Dummies*, you'll benefit from cream-of-the-crop content culled from several previously published books. It'll help you to flourish in whatever niche you want to conquer in the wonderful world of accounting. You'll also get free access to a quiz for each section of the book online. Report on financial statements Make savvy business decisions Audit and detect financial fraud Handle cash and make purchasing decisions Get free access to topic quizzes online If you're a student studying the application of accounting theories or a professional looking for a valuable desktop reference you can trust, this book covers it all. *Introduction to Industrial Organization*, second edition *MIT Press* An issue-driven introduction to industrial organization, thoroughly updated and revised. The study of industrial organization (IO)—the analysis of the way firms compete with one another—has become a key component of economics and of such related disciplines as finance, strategy, and marketing. This book provides an issue-driven introduction to industrial organization. Although formal in its approach, it is written in a way that requires only basic mathematical training. It includes a vast array of examples, from both within and outside the United States. This second edition has been thoroughly updated and revised. In addition to updated examples, this edition presents a more systematic treatment of public policy implications. It features added advanced sections, with analytical treatment of ideas previously presented verbally; and exercises, which allow for a deeper and more formal understanding of each topic. The new edition also includes an introduction to such empirical methods as demand estimation and equilibrium identification. Supplemental material is available online. *Statistics Essentials For Dummies* *John Wiley & Sons* *Statistics Essentials For Dummies* (9781119590309) was previously published as *Statistics Essentials For Dummies* (9780470618394). While this version features a new Dummies cover and design, the content is the same as the prior release and should not be considered a new or updated product. *Statistics Essentials For Dummies* not only provides students enrolled in *Statistics I* with an excellent high-level overview of key concepts, but it also serves as a reference or refresher for students in upper-level statistics courses. Free of review and ramp-up material, *Statistics Essentials For Dummies* sticks to the point, with content focused on key course topics only. It provides discrete explanations of essential concepts taught in a typical first semester college-level statistics course, from odds and error margins to confidence intervals and conclusions. This guide is also a perfect reference for parents who need to review critical statistics concepts as they help high school students with homework assignments, as well as for adult learners headed back into the classroom who just need a refresher of the core concepts. The *Essentials For Dummies Series* *Dummies* is proud to present our new series, *The Essentials For Dummies*. Now students who are prepping for exams, preparing to study new material, or who just need a refresher can have a concise, easy-to-understand review guide that covers an entire course by concentrating solely on the most important concepts. From algebra and chemistry to grammar and Spanish, our expert authors focus on the skills students most need to succeed in a subject. *Handbook of Health Economics* *Elsevier* What new theories, evidence, and policies have shaped health economics in the 21st century? Editors Mark Pauly, Thomas McGuire, and Pedro Pita Barros assemble the expertise of leading authorities in this survey of substantive issues. In 16 chapters they cover recent developments in health economics, from medical spending growth to the demand for health care, the markets for pharmaceutical products, the medical workforce, and equity in health and health care. Its global perspective, including an emphasis on low and middle-income countries, will result in the same high citations that made *Volume 1* (2000) a foundational text. Presents coherent summaries of major subjects and methodologies, marking important advances and revisions. Serves as a frequently used non-journal reference. Introduces non-economists to the best research in health economics. *Corporate Finance For Dummies* *John Wiley & Sons* Score your highest in corporate finance The math, formulas, and problems associated with corporate finance can be daunting to the uninitiated. *Corporate Finance For Dummies* introduces you to the practices of determining an operating budget, calculating future cash flow, and scenario analysis in a friendly, un-intimidating way that makes comprehension easy. *Corporate Finance For Dummies* covers everything you'll encounter in a course on corporate finance, including accounting statements, cash flow, raising and managing capital, choosing investments; managing risk; determining dividends; mergers and acquisitions; and valuation. Serves as an excellent resource to supplement coursework related to corporate finance Gives you the tools and advice you need to understand corporate finance principles and strategies Provides information on the risks and rewards associated with corporate finance and lending With easy-to-understand explanations and examples, *Corporate Finance For Dummies* is a helpful study guide to accompany your coursework, explaining the tough stuff in a way you can understand. *A Concise Guide to Macroeconomics, Second Edition* What Managers, Executives, and Students Need to Know *Harvard Business Review Press* Understanding the Ground Rules for the Global Economy In this revised and updated edition of *A Concise Guide to Macroeconomics*, David A. Moss draws on his years of teaching at Harvard Business School to explain important macro concepts using clear and engaging language. This guidebook covers the essentials of macroeconomics and examines, in a simple and intuitive way, the core ideas of output, money, and expectations. Early chapters leave you with an understanding of everything from fiscal policy and central banking to business cycles and international trade. Later chapters provide a brief monetary history of the United States as well as the basics of macroeconomic accounting. You'll learn why countries trade, why exchange rates move, and what makes an economy grow. Moss's detailed examples will arm you with a clear picture of how the economy works and how key variables impact business and will equip you to anticipate and respond to major macroeconomic events, such as a sudden depreciation of the real exchange rate or a steep hike in the federal funds rate. Read this book from start to finish for a complete overview of macroeconomics, or use it as a reference when you're confronted with specific challenges, like the need to make sense of monetary policy or to read a balance of payments statement. Either way, you'll come away with a broad understanding of the subject and its key pieces, and you'll be empowered to make smarter business decisions. *Oligopoly Theory* *CUP Archive* James Friedman provides a thorough survey of oligopoly theory using numerical examples and careful verbal explanations to make the ideas clear and accessible. While the earlier ideas of Cournot, Hotelling, and Chamberlin are presented, the larger part of the book is devoted to the modern work on oligopoly that has resulted from the application of dynamic techniques and game theory to this area of economics. The book begins with static oligopoly theory. Cournot's model and its more recent elaborations are covered in the first substantive chapter. Then the Chamberlinian analysis of product differentiation, spatial competition, and characteristics space is set out. The subsequent chapters on modern work deal with reaction functions, advertising, oligopoly with capital, entry, and oligopoly using noncooperative game theory. A large bibliography is provided.