



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

## 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.

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