



Business Economics: Theory and Application

Neil Harris

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'Business Economics: Theory and Application' is an undaunting and accessible text that focuses on the real world of business and how this relates to economics.

The links to business are far more intrinsic than in other business economics textbooks where a business "flavour" is simply added to traditional economics theory. It provides an in-depth jargon-free analysis, particularly relevant for one semester courses. A variety of case studies and questions are used throughout the text both to illustrate key points and for seminar and assignment work. Diagrams are included to aid the explanation of complex issues, and review and discussion questions are incorporated to consolidate and expand on the learning. A lecturer's supplement accompanies the text.



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