



The Economics of Modern Business (2nd Revised edition)

By W. Duncan Reekie, D. E. Allen, J. N. Crook

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Economics of Modern Business (2nd Revised edition), W. Duncan Reekie, D. E. Allen, J. N. Crook, Outdated management techniques cannot be expected to cope with the complex problems of modern business. Today's managers must be more flexible, knowledgeable and competitive than they have been, and have a greater understanding of the structure of their organization. In this completely revised and updated second edition of a widely adopted textbook for business students, the authors examine contemporary management issues. A special feature is its successful integration of introductory financial analysis with microeconomic theory. This book includes extensive analysis of: * Financial markets. * Distribution channels. * Industrial Relations. * Government industry policies. The emphasis is on industrial factors, but the book also demonstrates the significant importance of market forces in business decision-making. The first edition was The Economics of Modern Business by W.D.Reekie and D.E.Allen.



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