



# Economics for Business: A Guide to Decision Making in a Complex Global Macroeconomy

*By Ivan K. Cohen*

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## **Economics for Business: A Guide to Decision Making in a Complex Global Macroeconomy** By Ivan K. Cohen

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Students will be able to understand:

- the crucial importance of the financial system to individual business and the macroeconomy
- the process of globalization and its implication for business
- the role of the market as well as supply and demand
- the impact of demand on branding and brand loyalty
- pricing strategies under various market structures

The book also includes free supporting online resources, including extra case studies and exam questions and answers, PowerPoint lecture slides, and links to current and relevant articles.

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#### Review

"An absolute 'must-read' for anyone having to do business on an international level in the current global economy, and of critical importance for anyone whose business is affected by global business climates, *"Economics for Business: A Guide to Decision Making in a Complex Global Macroeconomy"* is exceptionally well-written, organized and presented, making it ideal for students, business executives, and non-specialist general readers with an interest in the global economy. ... [S]trongly recommended for corporate, community, and academic library Business & Economics reference collections and supplemental studies lists."

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#### About the Author

**Ivan K. Cohen** is Associate Professor in Finance and Economics at Richmond University, the American International University based in London. With many years of teaching experience across a wide range of economics and finance classes and having taught on both sides of the Atlantic, he is able to offer a unique global approach to the study of economics.

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