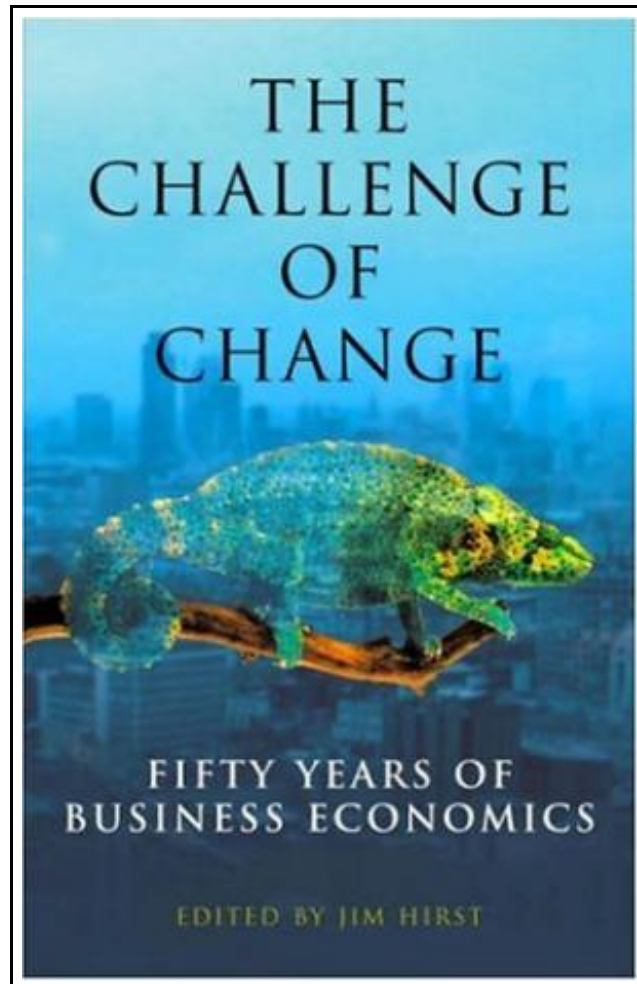


The Challenge of Change: 50 Years of Business Economics



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Reviews

It is an awesome book that we have possibly go through. It is actually writter in straightforward words and phrases and not confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Tierra Kunde)

THE CHALLENGE OF CHANGE: 50 YEARS OF BUSINESS ECONOMICS



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Profile Business, London, 2003. Paperback. Book Condition: BRAND NEW. In this fascinating and instructive collection, thirteen influential economists including Charles Goodhart, Roger Bootle, Samuel Brittan and John Kay look at the major economic issues facing the world today. Ranging from monetary policy and world trade to environmental matters, the rise and fall of inflation and the role of the economist in dealing with competition policy, these up-to-the-minute essays review the major economic developments and ideas of the last fifty years. Looking forward, they then give a range of persuasively argued and sometimes conflicting views on where economics is now, and where it could - and should - be going. Compiled and edited by Jim Hirst, *The Challenge of Change* is published in association with the Society of Business Economists, which celebrates its 50th anniversary in 2003. For students of economics, or for anyone interested in the application of economics to business planning and thinking, this stimulating and thoughtful collection provides valuable information, an accessible summary of current economic thinking, and an often provocative selection of opinions. 224 pages. : ill. ; 22 cm.



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