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An innovative textbook that provides a concise explanation of the foundations of modern macroeconomic theory and its methods.

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The second edition of this survey of the economics of - and public policy towards - the fine arts and performing arts covers arts at federal, state, and local levels in the United States as well as the international arts sector. The work will interest academic readers in the field and scholars of the sociology of the arts, as well as general readers seeking a systematic analysis of the arts. Theoretical concepts are developed from scratch so that readers with no background in economics can follow the argument. The authors look at the arts historical growth and then examine consumption and production of the live performing arts and the fine arts, the functioning of arts markets, the financial problems of performing arts companies and museums, and the key role of public policy. A final chapter speculates about the future of art and culture in the United States.

The Short Introduction to Corporate Finance provides an accessibly written guide to contemporary financial institutional practice. Rau deploys both his professional expertise and experience of teaching MBA and graduate-level courses to produce a lively discussion of the key concepts of finance, liberally illustrated with real-world examples. Built around six essential paradigms, he builds an integrated framework covering all the major ideas in finance over the past half-century. Ideal for students and practitioners alike, it will become core reading for anyone aspiring to become an effective manager.

This is the first book to provide a hard-headed economic view of the voluntary approaches to environmental issues, especially toxic chemicals, waste disposal and global warming, that have become prominent in recent years. Corporate environmental initiatives are seen as a tool for influencing the behaviour of environmental activists, legislators, and regulators, though they may have ancillary benefits such as attracting green consumers or reducing costs. Equally, government voluntary programs are seen as a way to achieve modest environmental results when political resistance to mandatory policies is high. Rigorous analysis is illustrated with numerous case studies drawn from the US, Europe, and Japan, while technical details are relegated to appendices, and each chapter highlights implications for corporate strategy and public policy. Although rooted in economic theory, this book will appeal to business strategists and policy practitioners, as well as scholars and researchers.

This seventh edition is designed for undergraduate courses in intermediate microeconomics. There are over a hundred extended 'boxed examples' on news-making subjects such as monopoly control of inventions, the effect of pension plans on savings, air bags' effects on auto safety, the UK National Lottery, internet auctions such as E-bay, use of lab experiments in economics, and fads in television programming. Almost every chapter contains several worked numerical examples with many answers appearing at the back of the book. The ...

Sports Economics, the most comprehensive textbook in the field by celebrated economist Roger D. Blair, focuses primarily on the business and economics aspects of major professional sports and the NCAA. It employs the basic principles of economics to address issues such as the organization of leagues, pricing, advertising and broadcasting as well as the labor market in sports. Among its novel features is the candid coverage of the image and integrity of players, teams, managers and the leagues themselves, including cases of gambling, cheating, misconduct and steroids. Blair explains how economic decisions are made under conditions of uncertainty using the well-known expected utility model and makes extensive use of present value concepts to analyze investment decisions. Numerous examples are drawn from the daily press. The text offers ample boxes to illustrate sports themes, as well as extensive use of diagrams, tables, problem sets and research questions.