

Economics For Business And Management 3rd Edition

Economics and the Business Environment is directed at students who will be taking up managerial positions in trade and industry or in government. The economic environment of European companies is central to the book giving students a good impression of recent developments within the European economy. The theories described enable students to: calculate how much competition firms within a particular business sector are exposed to analyze the current economic position of a particular country and make exchange rate prognoses gauge the effect of the economic environment on business sales and profits. Complicated analyses and mathematical models have been avoided as much as possible. Instead, diagrams and graphs illustrate the causal relationships between economic factors, making this book an ideal primer for those needing the basics of economics for their business degree.

The University of North Georgia Press and Affordable Learning Georgia bring you Principles of Managerial Accounting. Well-written and straightforward, Principles of Managerial Accounting is a needed contribution to open source pedagogy in the business education world. Written in order to directly meet the needs of her students, this textbook developed from Dr. Jonick's years of teaching and commitment to effective pedagogy.

This textbook familiarises students with the theory and practice of small business management and challenges assumptions that may be held about the way small business management can or should adopt the management practices of larger firms. For students interested in establishing and managing their own small firm, this book helps them to focus their thinking on the realities of life as a small business owner-manager – both its challenges and its rewards. For postgraduate students that are keen to 'make a difference', this text enables them to understand how they might consult to small firms and assist owner-managers to establish and grow their ventures. In addition to students, this book is also useful to small business owner-managers as a general guide on how they might better manage their operations. Managers in large corporations and financial institutions who deal with small businesses as clients or suppliers, and professionals such as accountants, lawyers and consultants who provide advice and other services to small businesses will also find the book of interest.

Economics for Business and Management Pearson Education

Essential Statistics for Economics, Business and Management assumes no prior knowledge of statistics. It will also be highly relevant for the statistics component of courses in quantitative methods. The style of the book is similar to that of the highly successful Essential Mathematics for Economics and Business by Teresa Bradley and Paul Patton, with many worked examples integrated throughout. Emphasis is placed on verbalising concepts, problems and results of statistical analysis. This will help students learn how to start a problem, complete the calculations, and report the results in a way that makes sense to a non-statistician. Each concept is introduced with a brief but plausible explanation followed by Worked Examples. The Worked Examples will provide students with the necessary practice that they need in order to succeed at the subject. Emphasis is also placed on 'learning through doing' problems. Excel is used to encourage students in doing problems and to enhance understanding (with links to datasets online). Minitab printouts are also included in the text. Skills Development Exercises with brief solutions are included within the chapters, and Progress Exercises on theory and applications are provided at the end of each chapter. Solutions to all the worked examples and progress exercises are available as an appendix. Web-based supplementary materials will be provided for lecturers adopting the text, including additional exercises and solutions, excel datasets and exercises, powerpoint slides with key formula, figures and tables. Students can access an online glossary and weblinks.

"How are business models purposeful designed and structured? How can the models be implemented professionally and managed successfully and sustainably? In what ways can existing business models be adapted to the constantly changing conditions? In this clearly structured reference work, Bernd W. Wirtz gives an answer to all these issues and provides the reader with helpful guidance. Although, 'Business Model Management' is first and foremost a scientific reference book, which comprehensively addresses the theory of business models, with his book Bernd W. Wirtz also turns to practitioners. Not least, the many clearly analyzed case studies of companies in different industries contribute to this practical relevance. My conclusion: 'Business Model Management' is an informative and worthwhile read, both for students of business administration as a textbook as well as for experienced strategists and decision makers in the company as a fact-rich, practical compendium." Matthias Müller, Chief Executive Officer Porsche AG (2010-2015), Chief Executive Officer (2015-2018) Volkswagen AG "In dynamic and complex markets a well thought out business model can be a critical factor for the success of a company. Bernd Wirtz vividly conveys how business models can be employed for strategic competition and success analysis. He structures and explains the major theoretical approaches in the literature and practical solutions in an easy and understandable way. Numerous examples from business practice highlight the importance of business models in the context of strategic management. The book has the potential to become a benchmark on the topic business models in the German-speaking world." Hermann-Josef Lamberti, Member of the Board Deutsche Bank AG 1999-2012/ Member of the Board of Directors, Airbus Group "The business environment has become increasingly complex. Due to changing conditions, the executive board of a company is confronted with growing challenges and increasing uncertainty. Thus, a holistic understanding of the corporate production and performance systems is becoming more and more important. At this point, Bernd W. Wirtz introduces and presents the concept of the structured discussion of the own business model. Business models present operational service processes in aggregated form. This holistic approach channels the attention of management, supports a sound understanding of relationships and facilitates the adaption of the business to changing conditions. The management of business models is thus an integrated management concept. Through the conceptual presentation of complex issues the author makes a valuable contribution to the current literature. In particular, the referenced case studies from various industries make the book clear and very applicable to practice." Dr. Lothar Steinebach, Member of the Board, Henkel AG 2007-2012/ Supervisory Board, ThyssenKrupp AG

This textbook explores the theoretical and practical aspects of managing international business operations while also dealing with multi-cultural, multi-national and global issues of managing business expansion beyond the domestic market. A second, revised edition of Managing Internationally: Succeeding in a Culturally Diverse World, each chapter contains up-to-date material, in-depth coverage of topics, visual aids (i.e., charts, tables, etc.), and vignettes, making this new edition engaging, visually appealing and easily accessible for students taking International Business Management courses. The contents of this textbook are separated into four parts. Part one offers introductory information on the scope and importance of international business management as well as the social and ethical challenges. Part two covers cultural and behavioral topics. Part three discusses the strategic and operational aspects of international business management. Part four explores human resources and labor relations. To assist students, each chapter starts a preview section which includes an outline of the chapter indicating the important aspects along with a brief description of the major issues. Following the preview is a vignette that encapsulates the crux of the chapter, often presented in an amusing and engaging manner. To further help students focus on key issues, the text includes the list of useful business cases to which students can refer. To assist professors in teaching from this book, ancillary teaching materials such as sample syllabi, slides, tests and answer keys will be available for download.

Peter F. Drucker argues that what underlies the current malaise of so many large and successful organizations worldwide is that their theory of the business no longer works. The story is a familiar one: a company that was a superstar only yesterday finds itself stagnating and frustrated, in trouble and, often, in a seemingly unmanageable crisis. The root cause of nearly every one of these crises is not that things are being done poorly. It is not even that the wrong things are being done. Indeed, in most cases, the right things are being done—but fruitlessly. What accounts for this apparent paradox? The assumptions on which the organization has been built and is being run no longer fit reality.

These are the assumptions that shape any organization's behavior, dictate its decisions about what to do and what not to do, and define what an organization considers meaningful results. These assumptions are what Drucker calls a company's theory of the business. The Harvard Business Review Classics series offers you the opportunity to make seminal Harvard Business Review articles a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world—and will have a direct impact on you today and for years to come.

This second edition of a successful textbook builds on the solid grounding of the previous edition and its introduction of the key pillars of game theory into managerial decision-making. Taking an international perspective, the book reflects cutting edge developments in economics such as behavioural economics and auction theory and shows how these can be applied in the workplace.

Economics for Business and Management: A Student Text introduces the key principles of microeconomics and macroeconomics and applies them to a wide variety of situations encountered by business decision makers. This book has been written for students following courses on introductory economics, business economics or business environment. It serves as an invaluable aid for students in the early stages of an undergraduate or equivalent programme with an economics, business or management focus.

Business and Economics of Port Management is a comprehensive but concise textbook and reference for insights into the workings of port industry from the business and economics perspectives. The book examines port management from various entities which include the government, port operator, shipping line, logistics companies and other port service providers. It provides in-depth discussions on strategic issues, challenges and disruptions that are faced by this industry. Given the uniqueness of each port and international nature of the port business, the book comes with useful case studies and lessons from different port regions around the world. Key lessons on challenges and issues faced by port managers, developers and regulators are highlighted and discussed using a combination of professional insights and publicly available information sources. The aim is to illustrate the decision-making process with the purpose of contributing to better outcomes for the industry, government and the public at large. Anyone who is approaching the subject matter will gain utmost understanding of how ports are critical in the global economy and societal well-being.

Times of crisis are unexpected and they bring diverse challenges and opportunities for companies, financial markets, and the economy. On one hand, more risk and uncertainties appear, yet on the other hand, it is an opportunity to reorganize and reinvent the company. It is important for businesses to understand ways to deal with uncertainty and risk in times of economic downturn and what financial strategies and tools can be used to eliminate or reduce the potential negative effects. These effects can reach the company's financial performance, capital structure, as well as cause financial debt and the availability of cash-flow to companies. However, different financial instruments can sustain the business and deal with the difficulties of payment when sales reduce and uncertainty increases; thus, research is essential in this critical area. When economic downturn affects the financial markets, the role of banks, country dynamics, the economy, and many other facets of the business world, financial management becomes the key for business recovery. The Handbook of Research on Financial Management During Economic Downturn and Recovery shares relevant knowledge on challenges and opportunities caused by crises, such as the pandemic, and the effects on economic and financial arenas. The chapters cover topics such as business models to understand how companies react to pandemic and crises situations, as well as how they change their management and way of conducting business. Other important topics include sustainable development, international financial markets, capital structure changes, uncertainty and risk, and governance and leadership. This book is ideal for shareholders, directors and managers, economists, researchers, academics, practitioners, stakeholders, researchers, academicians, and students interested in knowledge on topics about challenges in the way that companies, financial markets, financial institutions, and governments respond to risk and uncertainty.

The 2015 International Congress on Economics, Social Sciences and Information Management (ICESSIM 2015), held 28-29 March 2015 in Bali, Indonesia, aimed to provide a platform for the sharing of valuable knowledge and experience in the context of changing economics and social settings. Information technology has changed many aspects in our life, inc

"This book offers the latest research available within the field of information management as it pertains to the Asian business market, promoting and coordinating developments in the field of Asian and Chinese studies, as well as presenting strategic roles of IT and management towards sustainable development"--

Economics for Business and Management is a concise introductory economics textbook which meets the needs of business studies and management students. The text focuses upon microeconomics, which accurately reflects the concerns of management students. The macroeconomics focuses on business cycles and the macroeconomic factors which affect firms (such as inflation and employment), and the balance of payments and exchange rates. Throughout the text there are case studies and examples which place economics within a business context. Contents: Part one: Firms and Markets Markets and Prices; Optimisation of the firm Firms and Competition Economics of Business Part two: The Economy as a Whole National Product and National Income Macroeconomic Policy

Economic principles inform good business decision making. Although economics is sometimes dismissed as a discourse of practical relevance to only a relatively small circle of academicians and policy analysts who call themselves economists, sound economic reasoning benefits any manager of a business, whether they are involved with production/operations, marketing, finance, or corporate strategy. Along with enhancing decision making, the field of economics provides a common language and framework for comprehending and communicating phenomena that occur within a business, as well as between a business and its environment. This text addresses the core of a subject commonly called managerial economics, which is the application of microeconomics to business decisions. Key relationships between price, quantity, cost, revenue, and profit for an individual firm are presented in form of simple conceptual models. The text includes key elements from the economics of consumer demand and the economics of production. The book discusses economic motivations for expanding a business and contributions from economics for improved organization of large firms. Market price quantity equilibrium, competitive behavior, and the role of market structure on market equilibrium and competition are addressed. Finally, the text considers market regulation in terms of the generic problems that create the need for regulation and possible remedies for those problems. Although the academic literature of managerial economics often employs abstract mathematics and large corporations create and use sophisticated mathematical models that apply economics, this book focuses on concepts, terminology, and principles, with minimal use of mathematics. The reader will gain a better understanding of why businesses and markets function as they do and how those institutions can function better.

In a highly competitive global market, companies need to equip themselves with best practices and strategies to survive. Strategic management, innovative managerial thinking, and a clear decision-making process must be utilized to boost company performance and ultimately drive the company's success. The Handbook of Research on Managerial Thinking in Global Business Economics identifies the importance of strategic decision making in competitive environments and analyzes the impacts of managerial thinking on global financial economics. The content within this publication examines globalization, consumer behavior, and risk management. It is designed for researchers, academicians, policymakers, government officials, and managers, and covers topics centered on innovation and development within organizations. The third EDITION of this highly successful textbook is direct and readable, with a firm focus on applying economic principles to the real world of business. It has been thoroughly revised and updated to reflect current issues and is therefore ideal for a first course in economics taking a business perspective. Features bull; bull; bull; Contains a wealth of

applied material and case studies which demonstrate how economics can be used to understand real business situations. bull;Covers all the major topics of economics, as well as several specialist business chapters and sections. bull;Provides a balanced coverage of microeconomic, macroeconomic and international economic issues. bull;'FT Reports' throughout which include articles from the Financial Times examining topical news stories. bull;A range of pedagogical features to aid learning, including review questions and a web appENDix. New to this EDITION bull; bull;Use of icons throughout to highlight and explain key ideas. bull;'Pause for thought' questions integrated throughout encourage reflective learning. Answers are on the Companion Website. bull;New chapter on strategic management and a new section on globalisation. bull;Extensive web references which can be hotlinked from the book's excellent Companion Website. Student supplements This textbook is accompanied by an outstanding Companion Website, full of resources for students. These include: multiple-choice questions for each chapter; monthly updated links to news articles, with questions and commentary; hotlinks to related websites; case studies referenced in the main text; and answers to questions in the text. Visit www.booksites.net/sloman About the AUTHORS John Sloman lectures in the School of Economics at the University of the West of England. He is also Director of the Economics Subject Centre of the UK government-funded Learning and Teaching Support Network (LTSN) for higher education. Economics LTSN is based at the University of Bristol. Mark Sutcliffe is based at Bristol Business School at the University of the West of England and has many years of experience teaching economics to business studies students.

Andrew Gillespie's Economics for Business is the perfect introduction to all of the key economic concepts business students need to know. Crystal clear explanation and a dynamic writing style are complemented by unrivalled learning support to motivate students to get to grips with the fundamentals of economics, and to highlight the business relevance of what they're learning. Opening case studies discuss real challenges faced by well-known businesses including Amazon, Facebook, and Five Guys; and invite students to reflect on how these specific issues apply elsewhere. Frequent business insights throughout each chapter reinforce the business relevance of economic theories, bringing them to life every step of the way. Particular support is provided for mathematical concepts: assuming no prior knowledge, the book walks students through the maths to develop their confidence in tackling quantitative material, before asking them to apply what they've just learned to real business data. Other features are designed to produce highly employable business graduates. The 'you, the manager' feature prompts critical thinking by putting the reader in the shoes of a decision maker, while research tasks in each chapter cultivate essential report writing and information assimilating skills. Economics for Business and Management offers an exciting introduction to the principles and applications of microeconomics and macroeconomics to the global business problems faced by today's decision makers: - What are the characteristics for successful entry into new international markets? - How can 'sustainability' affect decision making within businesses? - Why are today's global investors so concerned about national debt issues? - In what ways does an awareness of cultural differences improve decision making by international marketing and human resource strategists? - What strategies can companies such as BP use to repair damaged global reputations? It is an ideal text for introductory courses in economics with a business and management focus and more general business environment courses with an economic underpinning. Visit the fantastic website at www.pearsoned.co.uk/griffithswall to find extra practice questions, interactive activities, quizzes and exam style practice questions with instant feedback, as well as podcasts, news articles, animated professional power points slides and a testbank of questions.

Continuing Veterinary Education Is One Of The Important Objectives For All The Practicing Veterinarians In Order To Give 100% Efficient Treatment To The Livestock. This Book Vet S Ready Reckoner Has Been Written To Provide Not Only Basic And Fundamental Information On Various Aspects Of Livestock And Canine Practice Which Helps As A Refreshing Knowledge But Also Included Latest Related Information Which Will Serve As A Knowledge Update. The Mission Of The Author Will Be Successful If The Reader Especially All The Practicing Veterinarians Get Material Benefit Out Of This Book.

This comprehensive Handbook provides a synthesis of current work and research in media management and economics. The volume has been developed around two primary objectives: assessing the state of knowledge for the key topics in the media management and economics fields; and establishing the research agenda in these areas, ultimately pushing the field in new directions. The Handbook's chapters are organized into parts addressing the theoretical components, key issues, analytical tools, and future directions for research. Each chapter offers the current state of theory and scholarship of a specific area of study, and the volume contributors--all well established in their areas of specialty--represent domestic and international scholarship. With its unparalleled breadth of content from expert authors, the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms, and establishes the direction for the next phases of research in this growing arena of study. The Handbook of Media Management and Economics will serve to stimulate future thought and research in the media management and economics disciplines. As such, this volume will be a required reference for students, professors, and industry practitioners for years to come. This handbook combines the perspectives of communication studies, economics and management, and psychology in order to provide a comprehensive economic view on personal and mass communication. It is divided into six parts that comprise: 1. an overarching introduction that defines the field and provides a brief overview of its history (1 chapter) 2. the most commonly used theoretic frameworks for the analysis of communication economics and management (4 chapters) 3. the peculiarities of the quantitative and qualitative methods and data used in the field (3 chapters) 4. key issues of the field such as the economics of language, labor in creative industries, media concentration, branding etc. (10 chapters) 5. descriptions of the development, trends and peculiarities of the field in different parts of the world, written by scholars from the respective region (10 chapters) 6. reflections on future directions for the field, both from a managerial and from an economics perspective (1 chapter). The authors of the individual chapters represent different academic

disciplines, research traditions, and geographic backgrounds. The reader will thus gain multifaceted insights into the management and economics of communication.

A systematic treatment of the economics of the modern firm, this text draws on the insights of various areas in modern economics and other disciplines and presents the central problems in organizations of motivating people and coordinating their activities.

Asia and the Pacific have become the growth engine of the world economy with the contribution of two-third of the global growth. The book discusses current issues in economics, business, and accounting in which economic agents, as individuals, entrepreneurs and professionals, as well as countries in the Asia and Pacific regions compete and collaborate with each other and with the rest of the globe. Areas covered in the book include economic development and sustainability, labor market competition, Islamic economic and business, marketing, finance, accounting standard compliances, and taxation. It will help shed light on what business and economic scholars in regions have done in terms of research and knowledge development, as well as the new frontiers of research that have been explored and opening up. This is an Open Access ebook, and can be found on www.taylorfrancis.com.

This new edition of *The Economics of Business Enterprise* provides a comprehensive survey of the theory of the firm from the perspective of New Institutional Economics. It continues to emphasise the role of the entrepreneur within the firm and the emergence of institutional responses to rent seeking. Neoclassical, Transactions Cost, Austrian, Public Choice and Property Rights perspectives are contrasted and used to analyse private governance arrangements, contemporary developments in organisational form such as 'the sharing economy' and the regulatory framework.

"The 2nd edition of *Economics for Business and Management* focuses on real-life business situations in both functional and strategic areas of business and management. It applies key concepts in economics and business to a wide variety of situations helping you to answer questions such as: Why is offshoring now a major concern for South Korea? What are the key characteristics for successful entry to new international markets? How can 'sustainability' affect decision making within businesses? This is the ideal textbook for students following courses in introductory economics with a business and management focus. Its detailed consideration of wider dimensions of the business environment, such as political, legal, ethical, sociocultural, technological and environmental issues, make it more suitable for more general courses on the business environment with an economic underpinning."--Cover.

This book provides an overview of key topics related to space business and management. Case studies and an integrative section are included to illustrate the fundamental concepts and to build intuition. Key topics in the field, such as risk management and cost management, are covered in detail.

Innovation has revolutionized the world economy, yet it remains often misunderstood. This textbook seeks to elucidate the nature and impact of innovation for both undergraduate and graduate students. *Innovation and Technology* examines the impact of innovation on both economic theory and the real world. It addresses the topic at the level of policy and also drills down to provide analysis of firms. This book moves beyond the plethora of specialized studies on the subject and formulates a unified and comprehensive approach, encompassing the topic's huge breadth and scope. Issues such as innovation, knowledge, incentives, information and regulation are featured. Designed for MBA, Economics and Business students, this textbook will be useful to those interested in innovation, entrepreneurship and the economics of technology.

This book provides an international perspective on small business, and includes many useful pedagogical features such as questions for discussion, international case studies and empirical research.

This book analyzes the economics of the food industry at every stage between the farm gate and the kitchen counter. Central to the text are agricultural marketing problems such as the allocation of production between competing products (such as fresh and frozen markets), spatial competition, interregional trade, optimal storage, and price discrimination. Topics covered will be useful to students who expect to have careers such as food processing management, food sector buying or selling, restaurant management, supermarket management, marketing/advertising, risk management, and product development. The focus is on real world-relevant skills and examples and on intuition and economic understanding above mathematical sophistication, although the text does draw on the nuances of modern economic theory.

This edited book is a compilation of research studies conducted in the areas of business, management and economics. These cutting-edge articles will be of interest to researchers, academics, and business managers.

A series of papers on business, economics, and financial sciences, management selected from International Conference on Business, Economics, and Financial Sciences, Management are included in this volume. Management in all business and organizational activities is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading or directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal. Resourcing encompasses the deployment and manipulation of human resources, financial resources, technological resources and natural resources. The proceedings of BEFM2011 focuses on the various aspects of advances in Business, Economics, and Financial Sciences, Management and provides a chance for academic and industry professionals to discuss recent progress in the area of Business, Economics, and Financial Sciences, Management. It is hoped that the present book will be useful to experts and professors, both specialists and graduate students in the related fields.

This volume of *Eurasian Studies in Business and Economics* focuses on latest results from entrepreneurship and SME research, Human Resources, along with a focus on the Tourism industry. The first part deals with topics ranging from entrepreneurial intentions, social entrepreneurship and technological entrepreneurship to EU policies such as the 7th Framework program. Bridging the themes, the second part on Human Resources and General Management deals with human capital issues, labor force education, employer branding and aligning HR practices to knowledge management outcomes. The third part in particular concentrates on the tourism industry in exploring innovative marketing strategies, WEB 2.0 Challenges, tourism product innovation, and success in international markets.

Oftentimes, the owners and entrepreneurs whose small businesses are undergoing financial problems suffer high emotional costs. These individuals can experience significant setbacks in their entrepreneurial journeys as well as depression and other negative emotions from the stress of crisis episodes. However, businesses that are in crisis also provide valuable learning opportunities for

adapting and changing in order to successfully face future challenging situations. Cases on Small Business Economics and Development During Economic Crises presents a diverse range of perspectives and insights into global developments in entrepreneurship and captures a diverse collection of methodologies and outcomes from various countries in the realm of small business economics and their development. Including case studies that discuss the COVID-19 pandemic, risk management, and entrepreneurial resiliency, this case book serves as an excellent companion for entrepreneurs, small business owners, managers, executives, economists, business professionals, academicians, students, and researchers.

A textbook with innovative real-world macroeconomic analyses of timely policy issues, with case studies and examples from more than fifty countries. This timely and refreshingly real-world focused textbook examines some of the world's most critical policy issues through a macroeconomics lens. After presenting analytical foundations, modeling tools, and theoretical perspectives, Economics of Global Business goes a step further than most other texts, with a practical look at the local and multinational tradeoffs facing economic policymakers in more than fifty countries. Topics range from income equality and the financial crisis to GDP, inflation and unemployment, and, notably, one of the first macroeconomic examinations of climate change. Written by a globetrotting economist who teaches and consults on three continents, Economics of Global Business aims not for definitive answers but rather to provide a better understanding of the context-dependent rationales, constraints, and consequences of economic policy decisions. The book covers long-run and short-run growth (with examples from the United States, China, the European Union, South Korea, Japan, Latin America, Africa, Australia, and Vietnam); financial crises and central banks; monetary and fiscal policies; government budgets; currency regimes; climate change and macroeconomics; income inequality; and globalization. All chapters rely on recent and historical examples of economic policy in action. The book is particularly suitable for use as an introduction to macroeconomics for business students.

This book brings together papers presented at the 3rd Conference of Research in Economics and Management (CIREG) held in Morocco in May 2016. With a focus on the challenges of SMEs and innovative solutions, they highlight the contribution of researchers in the fields of business and management, with all their micro and macro-economic aspects. They shed light on the universal scientific vision of the importance of SMEs with answers relevant to their local context and adapted to their specific national situation. The relevance of SME research lies in its heuristic value of analyzing change, rather than in constructing a category, a particularly useful empirical concept. This first volume is focused on economic issues.

Forestry has long been in a rather favourable position in offering a valuable raw material source in high demand. However, with rapidly changing end-user demands and cost competitiveness within the forest and wood chain as a whole, the industry is needing to adapt. Explaining entrepreneurial action as part of a chain of comprehensive value-added processes leads to a new perception of forest production and wood processing. This book applies the main concepts of modern managerial science to the world of forestry and is the perfect book for students studying forestry and wood processing, as well as entrepreneurs and managers within the sector. Topics are covered from an entrepreneurial perspective and include perspectives from accounting, finance, economics, supply chain management, marketing and strategy.

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