

Fundamentals Of Business Economics

The Course Book provides all the knowledge required in a user friendly format with easy navigation. It is specifically designed to make your studies as effective and efficient as possible throughout.

The Exam Practice Kit is an essential revision tool. It allows students to test knowledge by putting theory into practice and refine exam technique.

The economic concepts presented in FUNDAMENTAL OF MANAGERIAL ECONOMICS, 9e, show students how to use common sense to understand business and solve managerial problems without calculus. This innovative text helps students develop and sharpen their economic intuition--an invaluable skill that helps students, as future managers, decide which products to produce, costs to consider, and prices to charge, as well as the best hiring policy and the most effective style of organization. With its unique integrative approach, the text presents the firm as a cohesive, unified organization and demonstrates that important business decisions are interdisciplinary. A basic valuation model is constructed and used as the underlying economic model of the firm; each topic is then related to an element of the value maximization model--a process that shows how management integrates accounting, finance, marketing, personnel, and production functions. The text also provides an intuitive guide to marginal analysis and basic economic relations. Once students grasp the importance of marginal revenue and marginal costs, the process of economic optimization becomes intuitively obvious. In addition, a wide variety of examples and simple numerical problems vividly illustrate the application of managerial economics to a vast assortment of practical situations. By studying the material in FUNDAMENTALS OF MANAGERIAL ECONOMICS, 9e, those seeking to further their business careers learn how to more effectively collect, organize, and analyze information. They gain powerful tools that can help them become more successful--and satisfied--in their careers.

CIMA's Official Learning System has been written specifically for the new certificate syllabus by former CIMA examiners in conjunction with the CIMA faculty. * Completely updated to reflect changes in the syllabus * The official Learning systems are the only study materials endorsed by CIMA * Key sections written by former examiners for the most accurate, up-to-date guidance towards exam success * Complete integrated package incorporating syllabus guidance, full text, recommended articles, revision guides and extensive question practice

CIMA Exam Practice Kits are the only practice materials endorsed by CIMA. Fully updated for the new 2010 syllabus examinations, the "CIMA Official Exam Practice Kit" contains a bank of questions to help you prepare for your examination. Supplementing the Official Learning System, this "Exam Practice Kit" focuses purely on applying what has been learned to pass the exam. It is ideal for independent study or tutored revision courses, helping you to prepare with confidence for exam day and pass the new syllabus first time. "The CIMA Exam Practice Kit" includes: exam standard multiple choice questions; detailed explanations or calculations for each answer, showing why the answer is correct; type and weighting of questions which match the format of the exam; CBA style mock paper; tailor-made design closely following the structure of the CIMA learning system and CIMA's learning outcomes. This book is officially by CIMA and written by leading CIMA tutors. The Exam Practice Kits provide a valuable insight on how to score top marks. Testimonials of Astranti Courses, Study Texts and Mock Exams: "Very targeted to the exam and very professional, is every bit as good as attending a class room tuition or revision course." James Glackin "All in all it's the best thing I came across during my CIMA studies. I don't know any better way to help yourself to pass these tough exams." Grzegorz Narozanski "Just wanted to let you know that I passed all 3 exams using the textbook and your mock exams which I found really helpful, thanks!" Nneoma Nwaogu "I would also like to extend my great gratitude for such a wonderful study text; they made my understanding of CIMA P1 much easier. Once more thank you very much to the Team." Mthuthuzeli September "I received the fantastic news this morning that I have finally passed T4!! Many thanks for your support and advice in the lead up to the exam, I am certain that without the really important tips on exam strategy you provided I would not have passed. Many thanks again!" Babak Fardaghaie "So I managed a 76% pass for E2 using your notes. They are very well structured and easy to use. Thank you so very much." Amanda Vakalisa "The Astranti method of teaching is systematic and easy to follow. I gained a lot of knowledge and regret not enrolling with Astranti for my earlier CIMA exams. After the course I was confident about my preparation. I would recommend the course to everyone sitting the T4b exam especially the MARKED mocks. Its the section by section detailed feedback from tutors that helps to improve and gain confidence." Gunjan Nagpal "I have cleared all 3 strategic level papers in my first attempt. I used the Astranti learning material during my final revision. They were short, precise and saved a great amount of time which made all the difference for me in the exam. Thank you very much." Raj The Astranti Study Texts The Astranti Study Texts have been used by thousands of CIMA Students in preparation for their management accountancy exams. They cover the entire CIMA syllabus for the 2015 exams and onwards and have been carefully written to be concise and easy to read but detailed enough to clearly guide you through the topics you must know in order to pass the exams. What are you waiting for? Download the sample of the book to see one for yourself. Prepared by our expert team of professional writers the study texts feature: Full Syllabus Coverage Clear and simple explanations for ease of understanding Carefully worked step-by-step examples Condensed and focused on likely exam content Linked with our chapter-by-chapter revision questions available to purchase on Astranti.com Go to www.astranti.com to find out more about related CIMA videos, courses and mocks exams.

CIMA - C04 Fundamentals of Business Economics: Study Text

BPP Learning Media provides comprehensive materials that highlight the areas to focus on for your exams and complement the syllabus to increase your understanding BPP Learning Media provides the widest range of study materials of any CIMA publisher. Our comprehensive printed materials highlight the areas to focus on for your exams, and our e-Learning products complement the syllabus to improve your understanding.

CIMA Official Learning Systems are the only coursebooks recommended by CIMA. Written by a team of experts that include past and present CIMA examiners and markers, they contain everything you need to know. Each book maps to the syllabus chapter by chapter to help you learn effectively and reinforce learning with features including: - comprehensive coverage of the whole syllabus - step by step coverage directly linked to CIMA's Learning Outcomes - up to date examples and case studies - practice questions to test knowledge and understanding - integrated readings to increase understanding of key theories - colour used throughout to highlight key learning points * The Official Learning systems are the only study materials endorsed by CIMA * Key sections written by former examiners for the most accurate, up-to-date guidance towards exam success * Complete integrated package incorporating syllabus guidance, full text, recommended articles, revision guides and extensive question practice

Fundamentals of Economics for Business is an innovative text designed specifically for students in business education programs. It provides a comprehensive yet accessible introduction to the key economic issues relevant to present or future business decision-makers. Reflecting the requirements of globalization, the content is international in scope and is applicable worldwide. The material is easily adaptable to courses of different lengths and educational objectives, including a one-semester MBA course, economics courses in an undergraduate commerce or business degree, or an executive MBA program. This second edition adds significant new material on production costs, managerial economics, growth and competitiveness, and includes new case studies with applications to international business.

Passcards are a handy and portable revision tool. They are A6, spiral bound revision aids which students can carry to revise wherever, whenever.

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