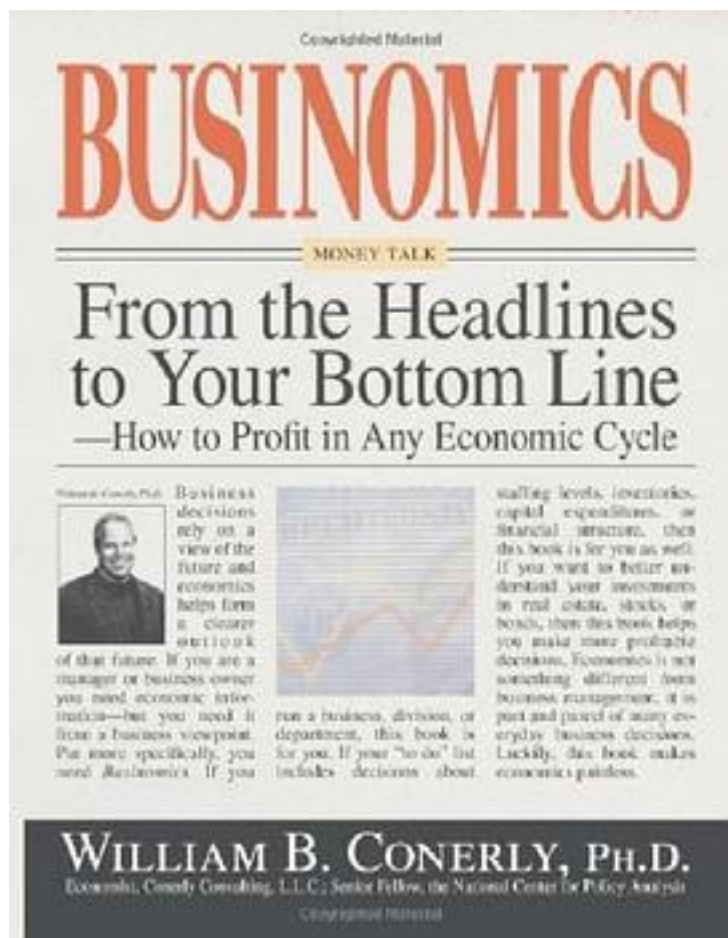


Businomics From The Headlines To Your Bottom Line



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In today's 24/7 marketplace, news about the economy dominates the front page of every newspaper and every broadcast. However, many executives and business owners don't understand what the headlines mean to their company or industry. "Businomics" shows readers how they can profit and protect their businesses during any economic cycle. Moreover, it teaches readers how to develop early warning systems for economic problems and how to understand how local, regional, and foreign business cycles could affect their bottomline. "Businomics" helps any business executive or owner understand how their business fits into the economic scheme. Unlike textbooks or college courses which teach abstract equations, theory, and economic policy, "Businomics" makes economics painless - and gives managers and business owners everything they need to know to understand how the economy affects their enterprise and investments.

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