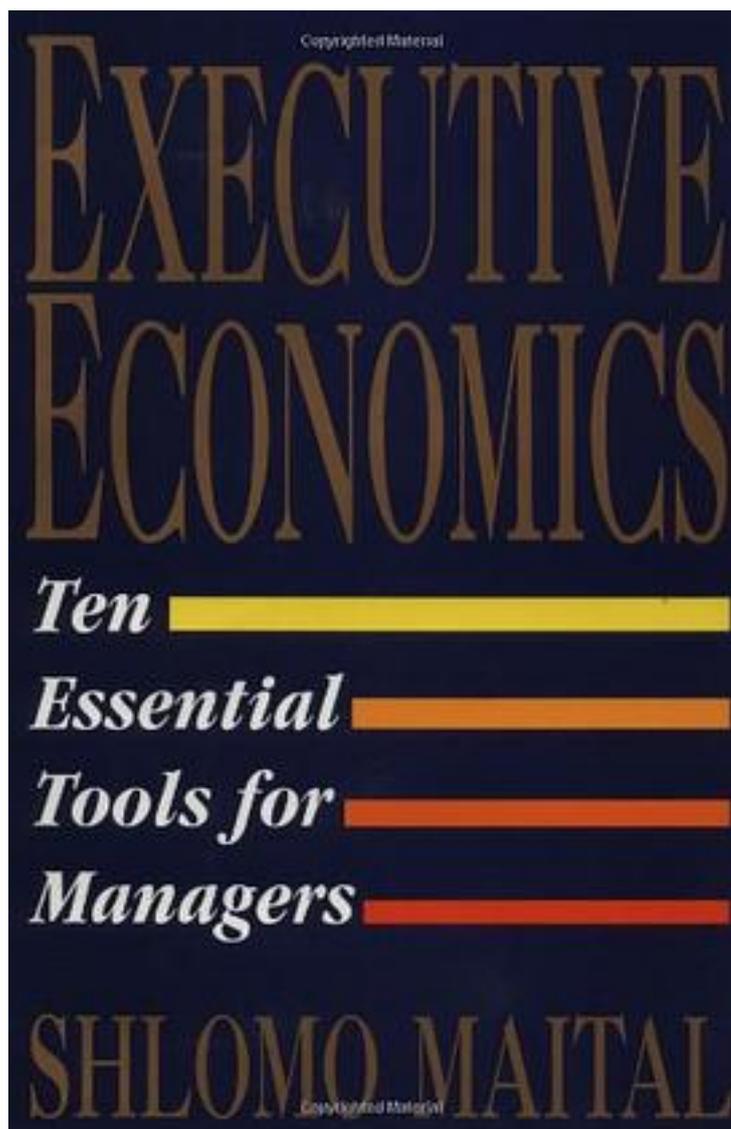


Executive Economics



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What do economists know that business executives find useful? Economics ought to be indispensable for business decision-makers because it deals with the issues executives face daily: what to produce, how and how much, at what price, how best to use resources (time, labor, capital), how to understand markets. Why, then, do managers often think that economists' theories are ivory-tower and impractical? Perhaps because most economics texts are mystifying, jargon-ridden, and written from every perspective except that of the line manager.

In *Executive Economics: Ten Essential Tools for Managers*, Shlomo Maital brings economics down to earth, back to the hard day-to-day decisions that executives have to make. He shows how all decisions can be organized around two key questions: What is it worth? What must I give up to get it? Answering these questions depends upon finding and maintaining the right relation in the "triangle of profit" -- cost, price, and value. Each of *Executive Economics* ten chapters focuses on one or more legs of the triangle of profit, defines a decision tool, and illustrates how it can be used to improve the quality of executive decisions. Drawing on recent examples from both Fortune 500 firms and smaller companies, Maital shows why economics main contribution is to deepen executives' understanding of the structure of their costs, and to explain why some of a business's highest expenses are those that never appear on a check stub or in a profit-and-loss statement. *Executive Economics* is written for executives, about executives, and by an author who has both taught executives at MIT's Sloan School of Management for over a decade and served as a consultant to small and large businesses. It is must reading for executives who need simple, effective decision-making tools to give them an edge in today's competitive global economy.

作者介绍:

夏罗默·迈特尔 (Shlomo Maital)，长期居住并执教于以色列，麻省理工大学斯隆管理学院的定期访问教授。主要著作有：《心理、财富和市场：经济行为的心理基础》(Minds, Money and Markets: Psychological Foundations of Economic Behavior)、《人与人之间的经济博弈》(Economic Games People Play)。

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书评

本书的作者在全书的构架上有着独到之处，这和他把经济学传授给管理者的经验有非常大的联系，当我们在生活和管理实践中应用经济学而我们却不自知，或者当我们知道要用到价格、成本却不知道如何体现价值，或对于价值与价格和成本的关系及其涉及的企业资源的相关性没有办法用言语来...

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