

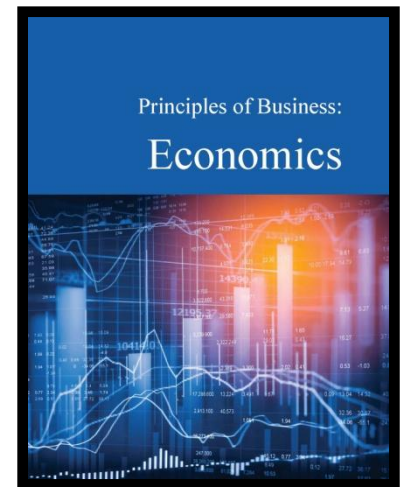
# Principles of Business: Economics

“*Principles of Business: Economics* is part of the *Principles of Business* series which is “intended to introduce students and researchers to the fundamentals of important and far-reaching business topics using easy-to-understand language.” Others in the series are: Finance, Marketing, Entrepreneurship, Management, and Accounting. Entries in this volume are listed in alphabetical order and among the topics presented are Special Problems in Economics, Transfer Pricing, North American Free Trade Agreement (NAFTA), Global Marketing, Microeconomics Theory, Elasticity, E-Commerce, Exchange Rate, and Labor Relations. Each entry consists of an abstract and an overview. Each entry is signed and contributors are experts in the field. **Each entry covers its topic clearly and concisely**; for instance, the entry for High-Frequency Trading provides an introduction to the topic, discussion of specific applications, and viewpoints regarding this topic (e.g., whether high-frequency trading will render the current stock market obsolete). In addition to the entries and an index, a glossary of terms is provided; the glossary contains definitions of terms such as antitrust law and controlled transactions as well as for specific organizations, legislation, and key individuals.

***Principles of Business: Economics* is an excellent source for students taking introductory courses in business and for researchers and anyone wanting to learn more about economic concepts. Recommended to academic libraries supporting economics and social sciences curricula as well as to public libraries.**”

-ARBA, 2018

## Reviews



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2 University Plaza, Suite 310, Hackensack, NJ 07601  
(800) 221-1592 FAX (201) 968-0511  
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