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Salem Press Announces the Newest Volume in a New Series, *Principles of Business: Economics*

Salem Press is pleased to add *Principles of Business: Economics* to its new series, *Principles of Business*. This new resource introduces students and researchers to the fundamentals of economics using easy-to-understand language, giving readers a solid start and deeper understanding and appreciation of this complex subject.

The field of economics is vital in the world we live in today, and relevant in any type of business. This work includes such topics as “Behavioral Economics,” “E-Commerce,” “Financial Globalization,” and “Securities Regulations.” All entries are arranged in an A to Z order, making it easy to find the topic of interest. Each entry includes an Abstract that provides a brief, concrete introduction to the topic and how the entry is organized, an Overview that offers clear presentation of the topic, multiple Subheads that anchor the reader to the various concepts being discussed, suggested Reading lists that relate to the entry, and a detailed Bibliography. Topics discussed in *Principles of Business: Economics* include:

- Aggregate Supply
- Comparative Economic Systems
- Econometrics
- Global Outsourcing
- High-Frequency Trading
- International Banking
- Labor Demand
- Monetary Theory
- Operational Cost
- Pricing Strategies
- Quantitative Applications in Economics and Finance
- Trade Creation and Diversion
- Plus much, much more!

The book’s back matter is another valuable resource which includes a detailed **Glossary** that defines need-to-know vocabulary terms and a **Subject Index** which organizes the material by subject for easy research.

The *Principles of Business* series offer students and researchers an easy-to-understand introduction to the major principles of various aspects of business. These new resources will be a helpful tool for students and researchers who are just beginning their studies of business and need a solid foundation of the key terms and elements in the field. A must have for all high school and undergraduate business and economics programs.

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Principles of Business: Economics

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