



Macroeconomics Demystified

By August Swanenberg

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Offers students of various levels easy-to-understand explanations of macroeconomic principles. This work teaches the material in a college-level course. It offers a presentation of concepts, applications, and examples, with the mix of text and graphics.

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Editorial Review

From the Back Cover

Become a master of macroeconomics (without formal economics training).

Do you *really* understand how the business cycle, fiscal policy, and other broad-based economic concepts affect your income, investments, and bank account? Macroeconomics Demystified will make sure you do, providing you with a concise yet detailed introduction to the macroeconomic principles and policies that regularly impact your professional life and financial status.

This unique, hands-on guide uses clear graphs, succinct explanations, and practical examples--along with chapter-ending quizzes and two 60-question final exams--to help you easily grasp this vital and fascinating topic. From fundamental concepts like supply and demand to ways in which government fiscal policy can help or hurt the stock market, it provides a crystal-clear picture of classic macroeconomic concepts and principles and their often unseen influence on everyday life.

Simple enough for a beginner, yet detailed enough for a college student, Macroeconomics Demystified is your clearest and most direct route to understanding macroeconomics.

Here's everything you need to understand:

Policy--Uses of fiscal policy to achieve macroeconomic goals, rules required for effective monetary policy
About the Author

August Swanenberg is the founder of a strategic marketing consulting firm, and has worked with clients such as Whirlpool, Nestle, Philips Electronics, IBM, and Lotus Software. He holds a Masters of Science degrees in Applied Mathematics and Econometrics and an MBA Users Review

From reader reviews:

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