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when they begin  
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find that courses  
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these pressing  
policy matters,**

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**microeconomic concepts play a role in the decisions that individuals make every day. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.**

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**Society: Stakeholder Relations, Ethics and Public Policy by Lawrence/Weber/Post, has continued through several successive author teams to be the market-leader in its field. For over thirty years, Business and Society has been updated and**

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society's relationship to  
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social (as well as  
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responsibilities to  
society; that business  
and government both  
have important roles**



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**to play in the  
modern economy;  
and that ethics and  
integrity are  
essential to personal  
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book is designed to  
be easily  
modularized; an  
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the material may  
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Why isn't the whole  
world as rich as the  
United States?

Conventional views  
holds that  
differences in the  
share of output

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invested by countries  
account for this  
disparity. Not so, say  
Stephen Parente and  
Edward Prescott. In  
Barriers to Riches,  
Parente and Prescott  
argue that  
differences in Total  
Factor Productivity  
(TFP) explain this  
phenomenon. These  
differences exist

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**because some countries erect barriers to the efficient use of readily available technology. The purpose of these barriers is to protect industry insiders with vested interests in current production processes from outside**

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**competition. Were this protection stopped, rapid TFP growth would follow in the poor countries, and the whole world would soon be rich. Barriers to Riches reflects a decade of research by the authors on this question. Like other books on the subject,**

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**it makes use of  
historical examples  
and industry studies  
to illuminate  
potential  
explanations for  
income differences.  
Unlike these other  
books, however, it  
uses aggregate data  
and general  
equilibrium models  
to evaluate the**

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**plausibility of  
alternative**

**explanations. The  
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authors introduce  
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with examples that  
are familiar to  
everyone, which helps  
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Accounting issues are  
also placed within the  
context of marketing,  
management, IT, and  
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of Employment,  
Interest, and Money,  
written by legendary  
author John Maynard  
Keynes is widely  
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of the top 100  
greatest books of all  
time. This  
masterpiece was  
published right after  
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It sought to bring  
about a revolution,

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commonly referred to as the 'Keynesian Revolution', in the way economists thought—especially challenging the proposition that a market economy tends naturally to restore itself to full employment on its own. Regarded widely as the cornerstone of Keynesian thought,

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Forjaoora  
this book challenged  
the established  
classical economics  
and introduced new  
concepts. 'The  
General Theory of  
Employment, Interest,  
and Money'  
transformed  
economics and  
changed the face of  
modern  
macroeconomics.  
Keynes' argument is

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based on the idea that the level of employment is not determined by the price of labour, but by the spending of money. It gave way to an entirely new approach where employment, inflation and the market economy are concerned.

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**you can assess  
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the key concepts  
with the self-test,  
which includes  
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