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the standard work for business schools colleges and universities as well as for continuing education courses has enjoyed great acceptance among lecturers and students for many years the new edition is up to date comprehensible in language and structure undogmatic and practical in addition to its topicality the special features of this book include interviews each chapter ends with an interview with personalities from politics business and academia on current issues digressions they serve to link economic theories with practice economic

thinking economics is not only content but also a model of thinking therefore at the end of each chapter typical economic ways of thinking are explained by way of example in a special section accompanying materials in german at edu.somedia.buchverlag.ch the learning centre provides assignments and case studies multiple choice assignments and case studies experiments are provided for each chapter solutions solutions are available for the assignments and case studies as well as for the revision exercises from the textbook power point presentations presentations are provided for all chapters for use in class reader various newspaper articles youtube videos and other supplementary teaching materials are available

der autor peter eisenhut studierte an der universität st gallen volkswirtschaftslehre und wirtschaftspädagogik anschliessend war er hauptlehrer für wirtschaftswissenschaften an der kantonsschule heerbrugg von 1987 bis 1998 erfüllte er einen lehrauftrag für volkswirtschaftslehre an der universität st gallen von 1990 bis 1993 war er mitglied der geschäftsleitung des st galler zentrums für zukunftsforchung von 1997 bis 2007 war er chefökonom der industrie und handelskammer st gallen appenzell von 2000 bis 2017 unterrichtete er an der executive school der universität st gallen es hsg seit januar 2008 ist peter eisenhut inhaber der ecopol ag ecopolag.ch einer firma welche entscheidungsträger aus politik verwaltung und wirtschaft in volkswirtschaftlichen fragestellungen unterstützt

the most important new features in this book are the content of economics today is not simply theory but is of great importance in apractical world for illustration a number of well known personalities were interviewed who make use of the knowledge from the corresponding chapter in their practical work chapter 15 exchange rates and exchange rate systems has been completely revised more weight has been placed on the importance of property rights in this new edition with a separate sub chapter a new chapter has been dedicated to the importance of entrepreneurship as a basis for the success of a market economy thereby underlining an increase in its significance in view of the recent events a new chapter regarding financial markets and bank crises has been added a new digression should also ensure a better understanding of the financial market games theoryis also becoming an increasingly necessary component of any economics textbook a digression therefore provides an initial insight into game theory the graphs and tables have of course also been brought up to the latest standards and many small changes and updates have been carried out in the text

covers the evolution of accounting financial reporting and related institutions for major economies in the world this title addresses ten european economies including france germany italy and the uk as well as the netherlands belgium spain poland sweden and switzerland

das finanzmanagement ist die hauptaufgabe einer finanzchefin und eines finanzchefs wie finanziere ich meine unternehmung am besten was ist der wert der firma wovon hängt er ab und wie kann ich als cfo diesen wert positiv beeinflussen das handbuch finanzmanagement behandelt die zentralen aspekte des finanzmanagements bewertung von unternehmen und investitionen finanzierungsfragen working capital management und risikomanagement und zwar immer unter dem gesichtspunkt der wertorientierten unternehmensführung komplexe begriffe und konzepte werden anschaulich erklärt und zugänglich gemacht das klar strukturierte handbuch entspricht der idealen arbeitsweise eines professionellen cfo und liefert hochwertiges hintergrundwissen und praktische anregungen für kmus und grossunternehmen

switzerland s exceptional scenic beauty of valleys lakes and mountains its central location on international trade routes and its world famous banking system are just a few elements that have contributed to its rise in the global market it consists of twenty six member states called cantons and it s actively engaged in the maintenance of peace among nations the history of the swiss confederation is as rich and varied as its culture and people this updated second edition of historical dictionary of switzerland features the nation s multicultural and democratic traditions and institutions its complex history and its people s involvement in past and present world affairs this is done through a list of abbreviations and acronyms a chronology an introduction appendixes maps a bibliography and over 500 cross referenced dictionary entries on important persons places events and institutions as well as significant political economic social and cultural aspects this book is an excellent access point for students researchers and anyone who wants to know more about switzerland

complex problems can only be overcome with complex solutions this dictum by albert einstein also applies to current world problems such as climate change species extinction the littering of our planet and the growing gap between rich and poor they overwhelm individual scientific disciplines therefore they can only be solved through transdisciplinarity i e beyond the individual disciplines in interaction with empirical knowledge of different provenance and philosophical reflection this first volume of the book series transdisciplinary management of social and ecological crises explains how transdisciplinarity is to be understood in general what approaches exist and how they contribute to solving the various world problems in this context the book addresses among other things the replacement of man s claim to dominion over nature the overcoming of culturally determined boundaries in human communities and integrative and agile management methods in business politics art and society it deals with a sustainable circular economy new forms of politics in the interest of all instead of a few learning from artists healthy and environmentally sound nutrition and spiritual mindfulness in

dealing with oneself and other ways of life thus the book is aimed at a broad audience from different disciplines interested in the perspective of and interaction with other disciplines to solve global problems chapter methodology of transdisciplinarity levels of reality logic of the included middle and complexity is available open access under a creative commons attribution 4.0 international license via link.springer.com

executive compensation and its fairness to stakeholders are topics of heated debate on platforms ranging from news forums to financial markets this book stimulates critical thinking on executive compensation and guides academics and practitioners on the key concepts by developing a multi faceted and multi cultural framework it also presents the new fair ceo compensation which uses a scientifically developed and structured stakeholder based approach to reach optimal and fair ceo compensation without capping bonuses or variable pay by rules and regulations financial non financial organizational strategic cultural personal and social aspects are all taken into account in the framework in addition to implementation guidelines and real world examples the book presents a checklist for businesses to measure the fairness of their ceo compensation based on the suggested framework moreover the author also provides a survey template to help businesses investigate their employees perception of the fairness of their ceo s compensation

coverage of publications outside the uk and in non english languages expands steadily until in 1991 it occupies enough of the guide to require publication in parts

rapid advances in artificial intelligence ai technologies have generated intense interest and debate about their potential to reshape industries labour markets and socio economic structures this volume presents a collection of academic papers stemming from the economic perspective of artificial intelligence epeai conference held at the ruhr west university of applied sciences in mülheim an der ruhr germany in march 2023 ai in business and economics discusses topics as varied as marketing accounting reporting business narratives forecasting generational differences in attitudes economic policy all in the context of exploring the multifaceted intersection of economics and artificial intelligence it navigates through the fog caused by the heterogeneity of diverse ai applications and methodologies by examining artificial intelligence from an economic perspective in doing so it becomes clear that the implementation of a broad range of ai technologies in companies has just begun businesses employees and policy makers will soon have to adapt to the fast paced advancements in artificial intelligence ensuring they become and remain competitive ethical and forward thinking in a changing global landscape this book will serve as a valuable resource for scholars practitioners and students exploring the complexities of the economic

implications of ai

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