

## Mcgraw Hill Connect Economics 13e 15

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economics 13e

the performance of public services is now more closely scrutinised than ever before every teacher doctor social worker or probation officer knows that behind them stands a restless army of overseers equipped with a panoply of league tables star ratings user opinion surveys performance indicators and the like with which to judge them this increased scrutiny and performance measurement has undoubtedly produced improved public services yet we still have a limited understanding about how this information can be best used to bring about improvements in performance what goes on inside the black box of public organisations to move from information to action or from knowing to doing this book tackles this important question by reviewing a wide range of performance mechanisms it explores how information about performance can be translated into improvements in services and conversely why this does not always happen in practice

networks pervade social and economic life and they play a prominent role in explaining a huge variety of social and economic phenomena standard economic theory did not give much credit to the role of networks until the early 1990s but since then the study of the theory of networks has blossomed at the heart of this research is the idea that the pattern of connections between individual rational agents shapes their actions and determines their rewards the importance of connections has in turn motivated the study of the very processes by which networks are formed in connections sanjeev goyal puts contemporary thinking about networks and economic activity into context he develops a general framework within which this body of research can be located in the first part of the book he demonstrates that location in a network has significant effects on individual rewards and that given this it is natural that individuals will seek to form connections to move the network in their favor this idea motivates the second part of the book which develops a general theory of network formation founded on individual incentives goyal assesses the robustness of current research findings and identifies the substantive open questions written in a style that combines simple examples with formal models and complete mathematical proofs connections is a concise and self contained treatment of the economic theory of networks one that should become the natural source of reference for graduate students in economics and related

disciplines

this book is an empirical study on the relationship between private enterprises entrepreneurs and the government in p r china the two authors conducted a detailed survey of enterprises and entrepreneurs in liuzhou guangxi zhuang autonomous region china although it was only conducted in a medium sized city the survey provides a rare source of information on matched entrepreneur enterprise pairs it provides detailed information on management performance enterprise government relationship as well as entrepreneurs personal information and measurements of various psychological parameters with this first hand information the authors analyzed several interesting issues concerning enterprise entrepreneur government relationships readers will gain an understanding of the following topics why and how does china have such special enterprise entrepreneur government relationships do enterprises political connections in the form of entrepreneurs political status help improve the performances of these enterprises which of the surveyed entrepreneurs could become members of the people s congress and the people s political consulting conference how do entrepreneurs feel when they are faced with greater government intervention how will china move ahead in the ongoing reform and development in the light of the enterprise entrepreneur government relationship this book examines the way in which china s enterprise entrepreneur government relationship helps enterprises develop in a transitional market in the appendix to this book one of the authors ming lu provides evidence based on data from listed companies that having political connections can help enterprises enter the markets of provinces other than their place of registration however this political connection also distorts the market by giving the entrepreneurs more opportunities to develop their business at the same time those entrepreneurs who face interventions from the government also shoulder greater costs in the form of loss of psychological happiness the inference of this book is that at some point in the foreseeable future china will gradually build its market system and integrate its domestic markets so that private enterprises will no longer rely so heavily on their political connections

the media economy analyzes the media industries and its activities from macro to micro levels using concepts and theories to demonstrate the role the media plays in the economy as a whole representing a rapidly changing and evolving environment this text breaks new ground through its analysis from two unique perspectives 1 examining the media industries from a holistic perspective by analyzing how the media industries function across different levels of society global national household and individual 2 looking at the key forces technology globalization regulation and social aspects constantly evolving and influencing the media industries building on the contributions of the original text this second edition provides new references and current data to define and analyze today s media markets to understand the role of media in the global economy the insights included here are crucial for media students and practitioners

through its defining moments theme the ruffin gregory text provides a historical basis for students to understand the economic theories and policies of today defining moments outline the ideas behind the most important events of economics the industrial revolution the rise and fall of socialism the great depression globalization and the information revolution in addition to thoroughly updated microeconomics coverage the new edition features a wealth of up to date boxed examples and all new pedagogical features including learning objectives chapter puzzles and questions

formerly published by chicago business press now published by sage sports marketing fourth edition guides students in gaining a better understanding of how to develop and implement marketing strategies and tactics within the sports marketing industry author sam fullerton provides thorough coverage of this discipline s two broad perspectives the marketing of sports products and creating a sports platform as the foundation for the marketing of nonsports products

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