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this book presents a new theory of market and capitalism detailing its key moments and general logic it is based on the distinction between two market types the simple commodity market and the capitalist one in contrast to what is usually uncritically accepted disequilibrium and imperfect competition are admitted here to be a functional norm of the capitalist market the book also shows that equilibrium and perfect competition are admitted to be a functional anomaly with crises considered as the result of such an anomaly it details the general principles and concrete measures of crisis proof policies and behavior

as markets become more dynamic and competitive companies must reconsider how they view inventory and make changes to their production and inventory systems they must begin to think outside the classical box and develop a new paradigm of inventory management exploring the trend away from classical models based on economic order quantities to depe

explains how faculty members can improve their teaching methods or how accounting units can improve their curricula programs

students of marketing must sort their way through a plethora of concepts terms and jargon norm govoni s dictionary is the answer compact accurate and accessible it stands as an authoritative resource and a valuable adjunct to our marketing

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places emphasis on the fundamentals of the theory of finance and provides contemporary examples this book develops the central concepts of finance such as arbitrage net present value efficient markets agency theory and the trade off between risk and return and uses them to explain corporate finance with a balance of theory and application

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