

Access to ProQuest Ebook Central eBooks from off-campus network

NUsearch

What are you looking for?

Go to <https://nusearch.nottingham.edu.my>
and click on 'Sign in'

All items ▾

with the words ▾

anywhere in the record ▾

Welcome to NUsearch Malaysia

There have been some changes to library eResources links.

For more information, visit our [news article](#).

Due to scheduled maintenance, NUsearch may be unavailable weekly **from 11pm Saturday to 2am Sunday**.

News

The Library reopens on 18th October. Please refer to

Where can I get help?

[Need help?](#) is always available from the NUsearch menu, and further help and support can be found on the [Library website](#).

For any enquiries and assistance, please contact libraryservices@nottingham.edu.my

You may also drop-in to our [Chat with your librarian](#) sessions (Monday to Friday, 1pm-5pm) on MS Teams.

Free e-resources available during the Covid-19 period

NUsearch

What are you looking for?



Advanced search

All items with the words anywhere in the

Sign in options

- University IT account >
- Community borrowers >

Cancel

Select "University IT account"

Welcome to NUsearch Malaysia

There have been some changes to library eResource links.

For more information, visit our news article.

Due to scheduled maintenance, NUsearch may be unavailable weekly from 11pm Saturday to 2am Sunday.

News

Where can I get help?

For more information, visit our news article.

For more information, visit our news article.

You may also drop-in to our Chat with your librarian sessions (Monday to Friday, 1pm-5pm) on MS Teams.

Free e-resources available during the Covid-19 period



The University of Nottingham

UNITED KINGDOM · CHINA · MALAYSIA

Welcome to The University of Nottingham's
Malaysia Campus' Shibboleth IDP Service

Login to NUsearch Malaysia

Username

Username only; e.g., kexxx1

Password

Login



University of Nottingham

UK | CHINA | MALAYSIA

NUsearch Malaysia is the library search interface offered by the Malaysia campus at the University of Nottingham

If you experience difficulty logging in please contact our

Type in your **'university username & password'** and click on **'Login'**

Note: Please ensure that you are at the authentication page with the **Malaysia url link (.edu.my)**

NUsearch

What are you looking for?

All items with the words anywhere in the record

- All items
- Articles
- Audio
- Book Chapters
- Books

Your name appeared on the top of the homepage indicated that you have successfully login to NUsearch.

To find book/eBook, select 'Books' from Resource type dropdown menu.

Where can I get help?

Need help? is always available from the NUsearch menu, and further help and support can be found on the [Library website](#).

For any enquiries and assistance, please contact libraryservices@nottingham.edu.my

You may also drop-in to our [Chat with your librarian](#) sessions (Monday to Friday, 1pm-5pm) on MS Teams.

Free e-resources available during the Covid-19 period

NUsearch



Advanced search

Books []

with the words []

anywhere in the record []

Welcome to NUsearch Malaysia

There have been some changes to library eResources links.

For more information, visit our [news article](#).

Due to scheduled maintenance, NUsearch may be unavailable weekly **from 11pm Saturday to 2am Sunday**.

News

The Library reopens on 18th October. Please refer to

Where can I get help?

[Need help?](#) is always available in the top right menu, and further information is available on the [Library website](#).

For any enquiries and assistance, please contact libraryservices@nottingham.edu.my

You may also drop-in to our [Chat with your librarian](#) sessions (Monday to Friday, 1pm-5pm) on MS Teams.

Free e-resources available during the Covid-19 period

Key in '**book title**', '**keyword**' or '**key phrase**' and click '**search icon**' to find the eBook.



NUsearch

economics john sloman



Advanced search

Books

with the words

anywhere in the record

0 selected PAGE 1 17 Results Save query Personalise

1



MULTIPLE VERSIONS

Economics / John Sloman, Alison Wride.

Sloman, John, 1947-, author. Wride, Alison, author.

10 versions of this record exist. See all versions >

2

BOOK

Economics and the business environment / John Sloman and Elizabeth Jones.

Sloman, John, 1947-, author.

Third edition. Harlow, Essex : Financial Times/Prentice Hall, An imprint of Pearson Ed

Available online >

Filter my results

Expand beyond library collections
What does this mean?

Sort by Relevance

Key filters

To access the eBook content, click on 'Available online'

Resource type



Login via your institution

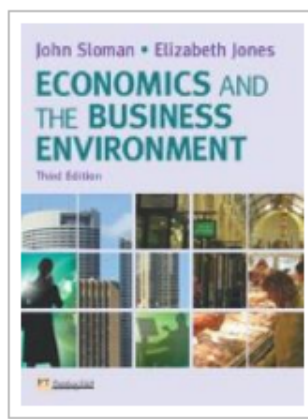
Nottingham UK

- Nottingham UK
- Nottingham Malaysia**
- Nottingham China

Select '**Nottingham Malaysia**' from the institution dropdown menu, then click '**Go**'

Keyword, Author, ISBN, and more

You have successfully log into the ProQuest Ebook Central



Economics and the Business Environment : Economics and the Business Environment Ebook_o3

John Sloman

Availability

Your institution has access to 3 copies of this book.

- Read Online 23 pages remaining for copy (of 23)
- Download Book 23 pages remaining for PDF print/chapter download (of 23)
Get all pages, require free third-party software, Check out this book for up to 1 day.
- Download PDF Chapter
Get up to 23 pages, use any PDF software, does not expire.

Book Details

TITLE
Economics and the Business Environment
SUBTITLE
Economics and the Business Environment Ebook_o3
EDITION
3
PUBLISHER
Pearson Education UK
PRINT PUB DATE
2011-09-21
EBOOK PUB DATE
Show more

Read Online

Download Book

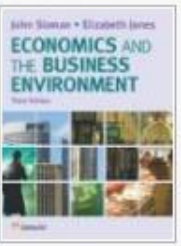
Description

Currently not available
Click on 'Read online' to read the eBook content online

Table of Contents

Cover

Economics and the Business Environment : Economics and the Business Environment Ebook_o3



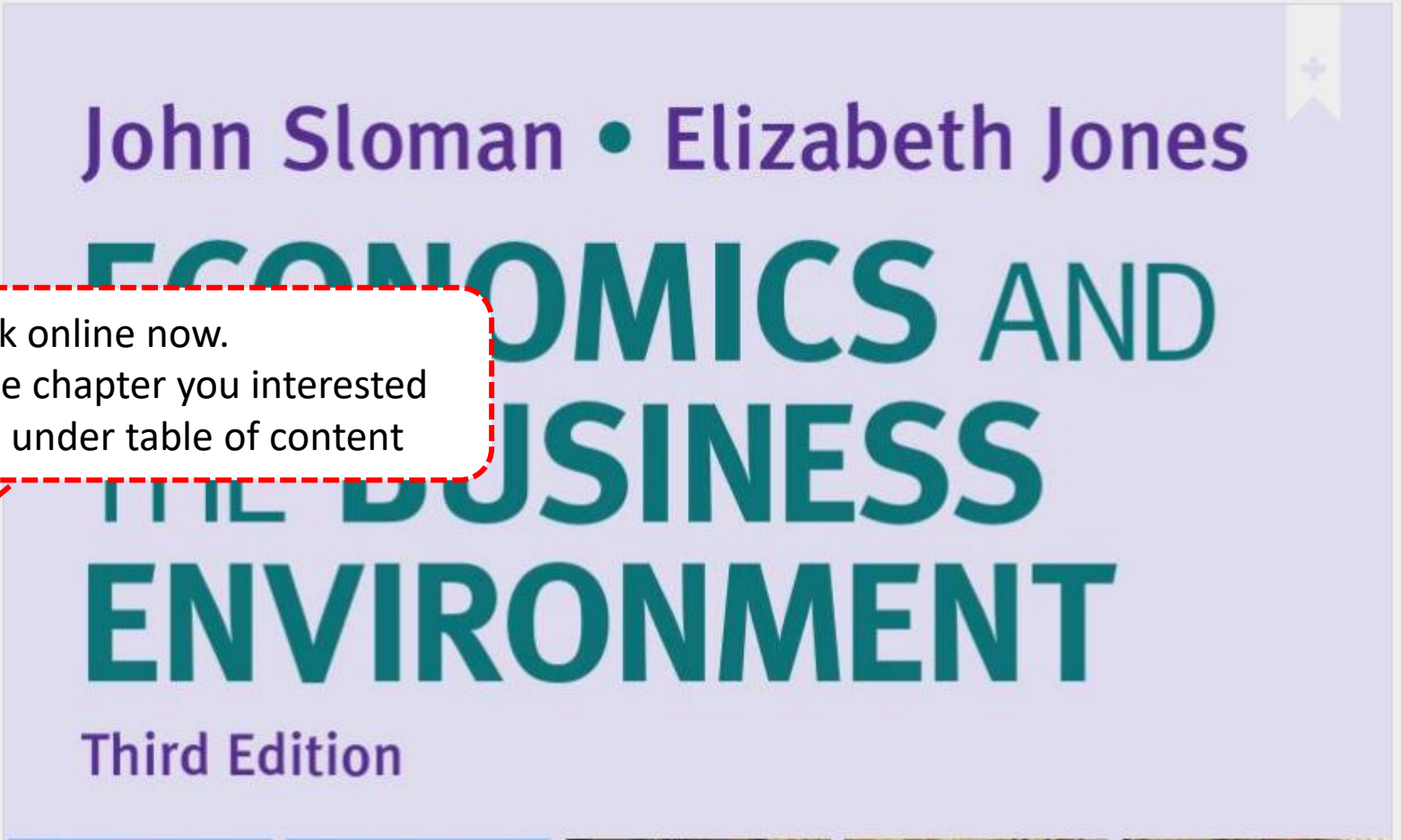
by John Sloman
PUBLISHER
Pearson Education UK
DATE
2011-09
More...

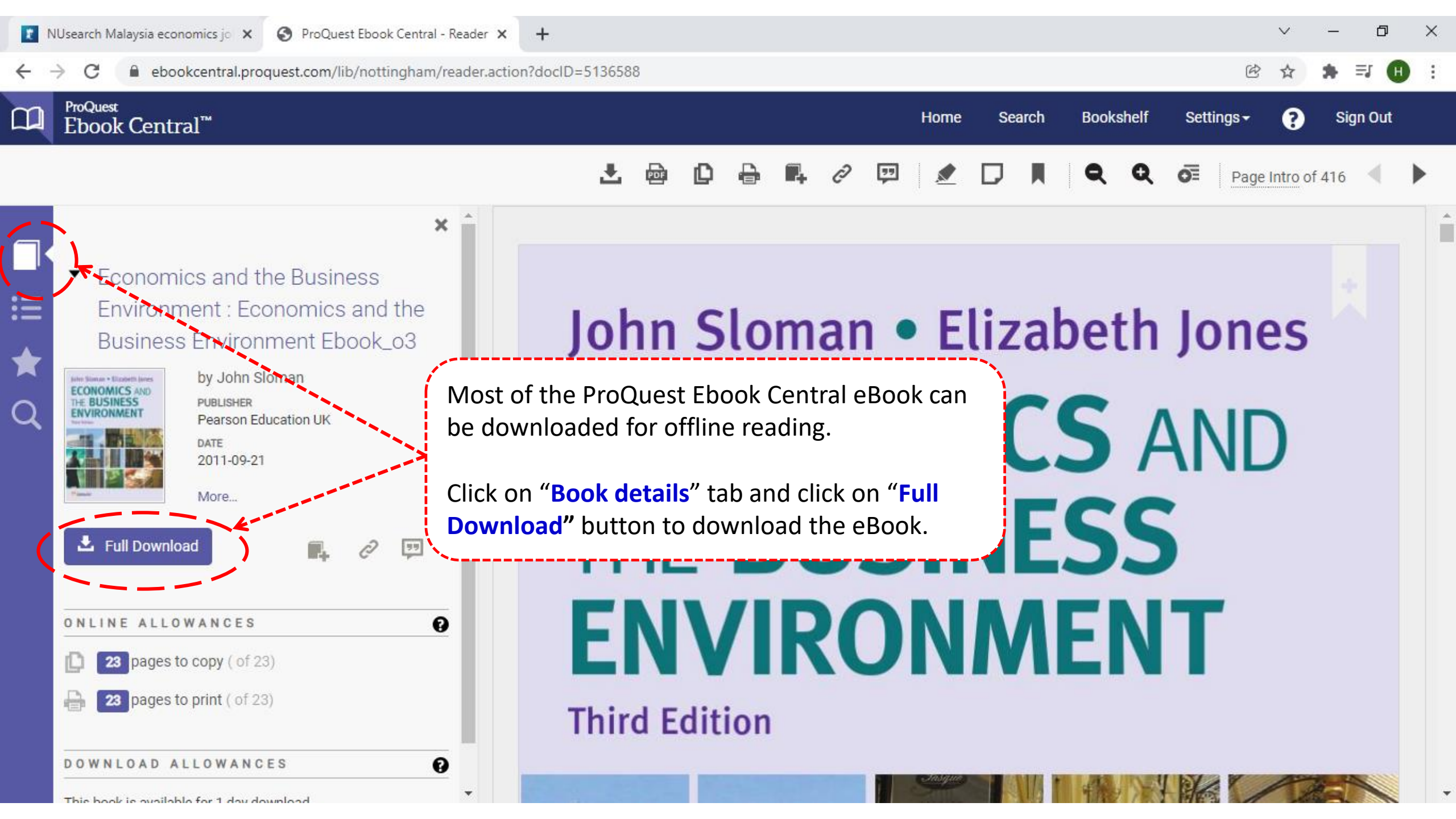
Search within book

TABLE OF CONTENTS

- Cover
- Brief Contents
- Contents
- Guided Tour
- Preface

You can read the eBook online now.
Or you may jump to the chapter you interested by click on the chapter under table of content





Economics and the Business Environment : Economics and the Business Environment Ebook_o3



by John Sloman
PUBLISHER
Pearson Education UK
DATE
2011-09-21
More...

Full Download

Most of the ProQuest Ebook Central eBook can be downloaded for offline reading.

Click on "Book details" tab and click on "Full Download" button to download the eBook.

John Sloman • Elizabeth Jones

ECONOMICS AND THE BUSINESS ENVIRONMENT

Third Edition

ONLINE ALLOWANCES

23 pages to copy (of 23)

23 pages to print (of 23)

DOWNLOAD ALLOWANCES

This book is available for 1 day download

1. What device are you using?



Laptop Desktop iOS (iPad, iPhone, iPod) Android (Phone, Tablet) Other

- I'm using my own computer
- I'm using a public computer

Continue

Select your **device** and click on **“Continue”**

Economics and the Business Environment : Economic Business Environment

by John Sloman
PUBLISHER Pearson Education
DATE 2011-09-21
More...

Full Download

ONLINE ALLOWANCES

23 pages to copy (of 23)

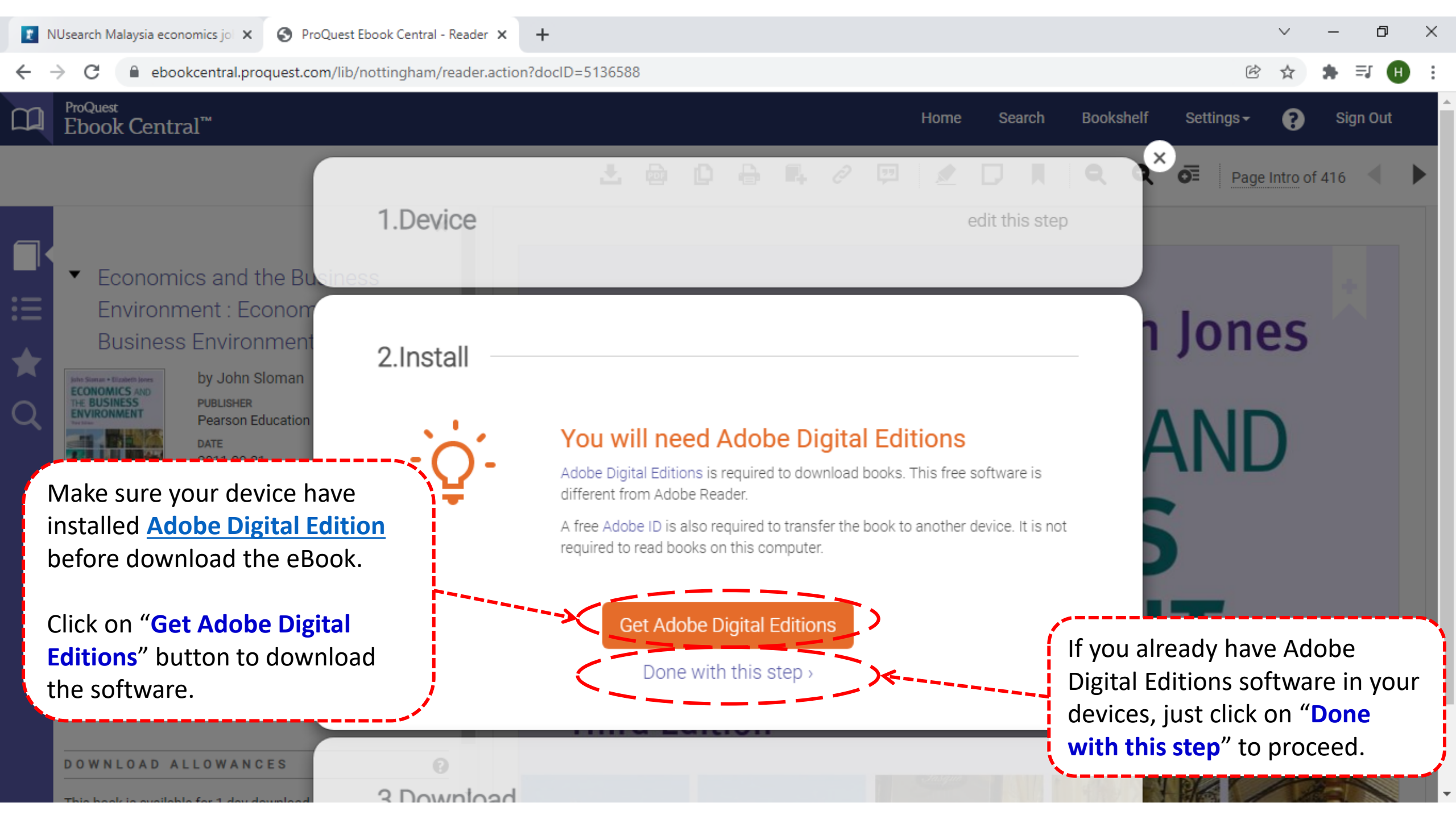
23 pages to print (of 23)

DOWNLOAD ALLOWANCES

This book is available for 1 day download


2. Install

Third Edition



1. Device edit this step

2. Install

 **You will need Adobe Digital Editions**

Adobe Digital Editions is required to download books. This free software is different from Adobe Reader.

A free Adobe ID is also required to transfer the book to another device. It is not required to read books on this computer.

[Get Adobe Digital Editions](#)

[Done with this step >](#)

Make sure your device have installed [Adobe Digital Edition](#) before download the eBook.

Click on "[Get Adobe Digital Editions](#)" button to download the software.

If you already have Adobe Digital Editions software in your devices, just click on "[Done with this step](#)" to proceed.

3. Download

Solutions / Adobe eBook Platform /

Adobe Digital Editions / Download

OVERVIEW TECH SPECS FAQ RELEASE NOTES

Adobe Digital Editions 4.5.6 Installers

Locate your preferred platform and click on it to download the installer. Then run the installer on your machine to install.

[Download Digital Edition 4.5.6 Macintosh \(22MB\)](#)

[Download Digital Edition 4.5.6 Windows \(8.24MB\)](#)

Download and install
Adobe Digital Editions

Seamless fulfillment of books across devices: With ADE 4.5.6, when a consumer fulfills a book on one device, the book will be automatically downloaded to all the other devices that belong to this consumer (activated using the same user ID).



For information on Adobe Digital Editions' privacy policy, see [here](#).

Additional Downloads

Getting Started with Adobe Digital Editions eBook

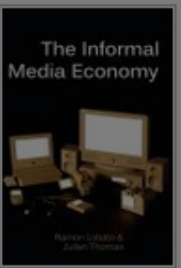
The *Getting Started* eBook is pre-installed with Adobe Digital Editions 4.5.6; however, it will not be installed if you install as a standard user (non-admin user). If it is not installed or if you happen to remove it, you can download it using the following link.

Note: You will bring to software download page after click on “**Get Adobe Digital Editions**”. Select your preferred machine and down load the software to your device.

Once done, go back to ProQuest Ebook Central page to proceed the eBook downloading process.



The Informal Media Economy



by Julian Thomas and Ramón Lobato

PUBLISHER
Polity Press
DATE
2015-04-27

Full Download

LOAN INFORMATION

No active loan.

ONLINE ALLOWANCES

22 pages to copy (of 22)

88 pages to print (of 88)

DOWNLOAD ALLOWANCES

1.Device

The Informal

2.Install



You will need Adobe Digital Editions

Adobe Digital Editions is required to download books. This free software is different from Adobe Reader.

A free Adobe ID is also required to transfer the book to another device. It is not required to read books on this computer.

Get Adobe Digital Editions

Done with this step >

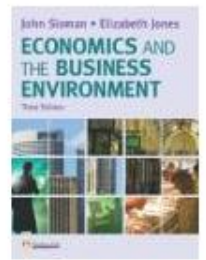
Click on "Done with this step" to proceed

2.Install



3.Download

Economics and the Business Environment : Economics and the Business Environment Ebook_o3



Author: John Sloman
Length:441 pages
File Size: 7540K (7.4MB)

DOWNLOAD PERIOD: 1 days
DOWNLOAD FORMAT: PDF

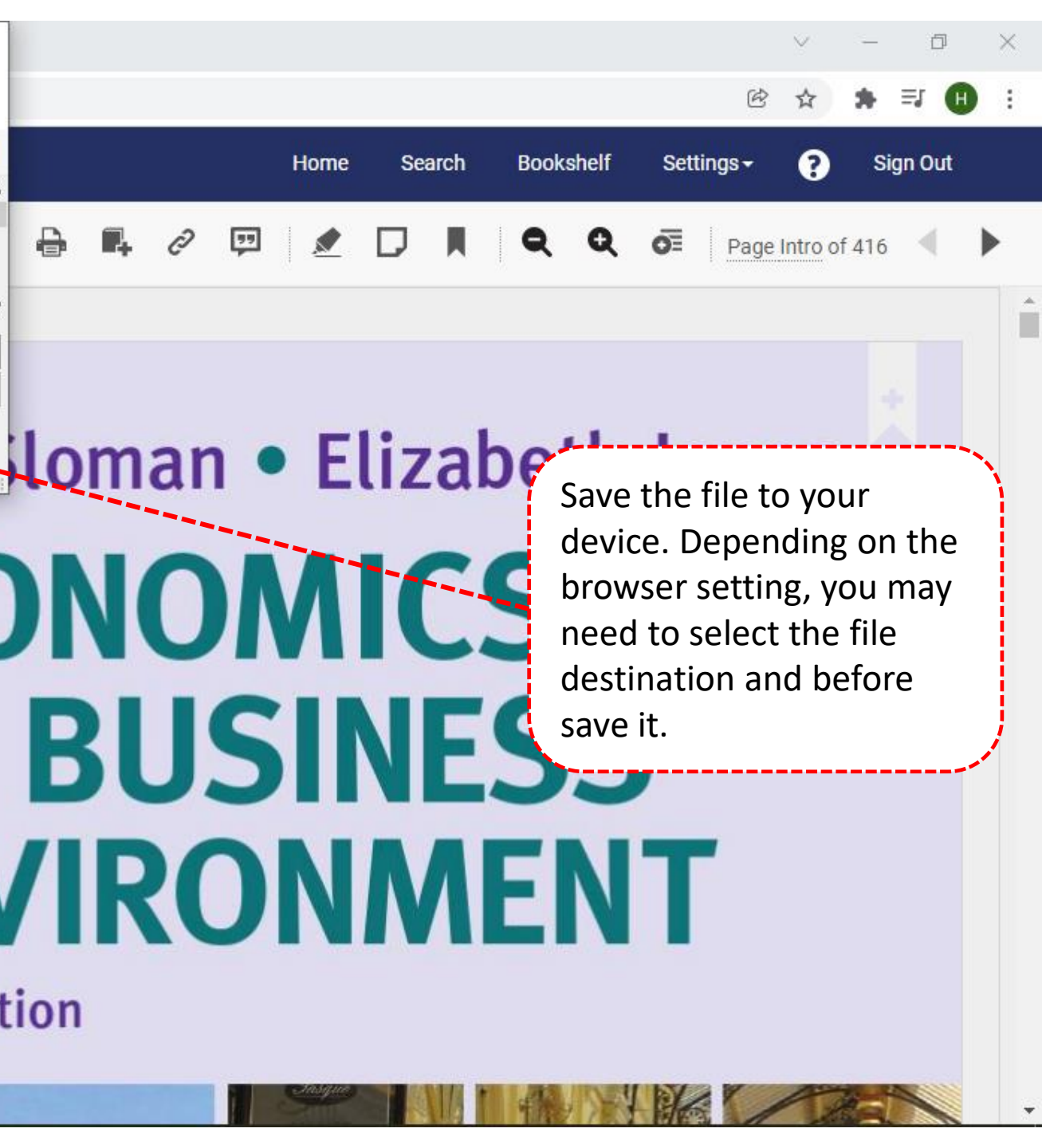
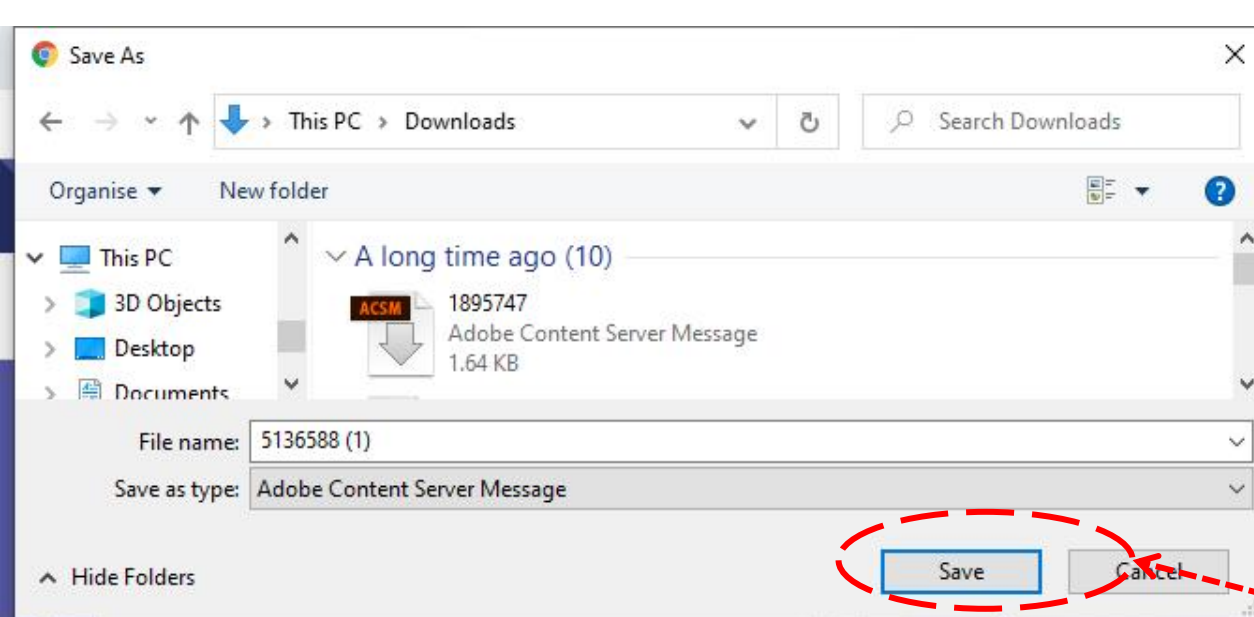
[Download Your Book](#)

[Need Help?](#)

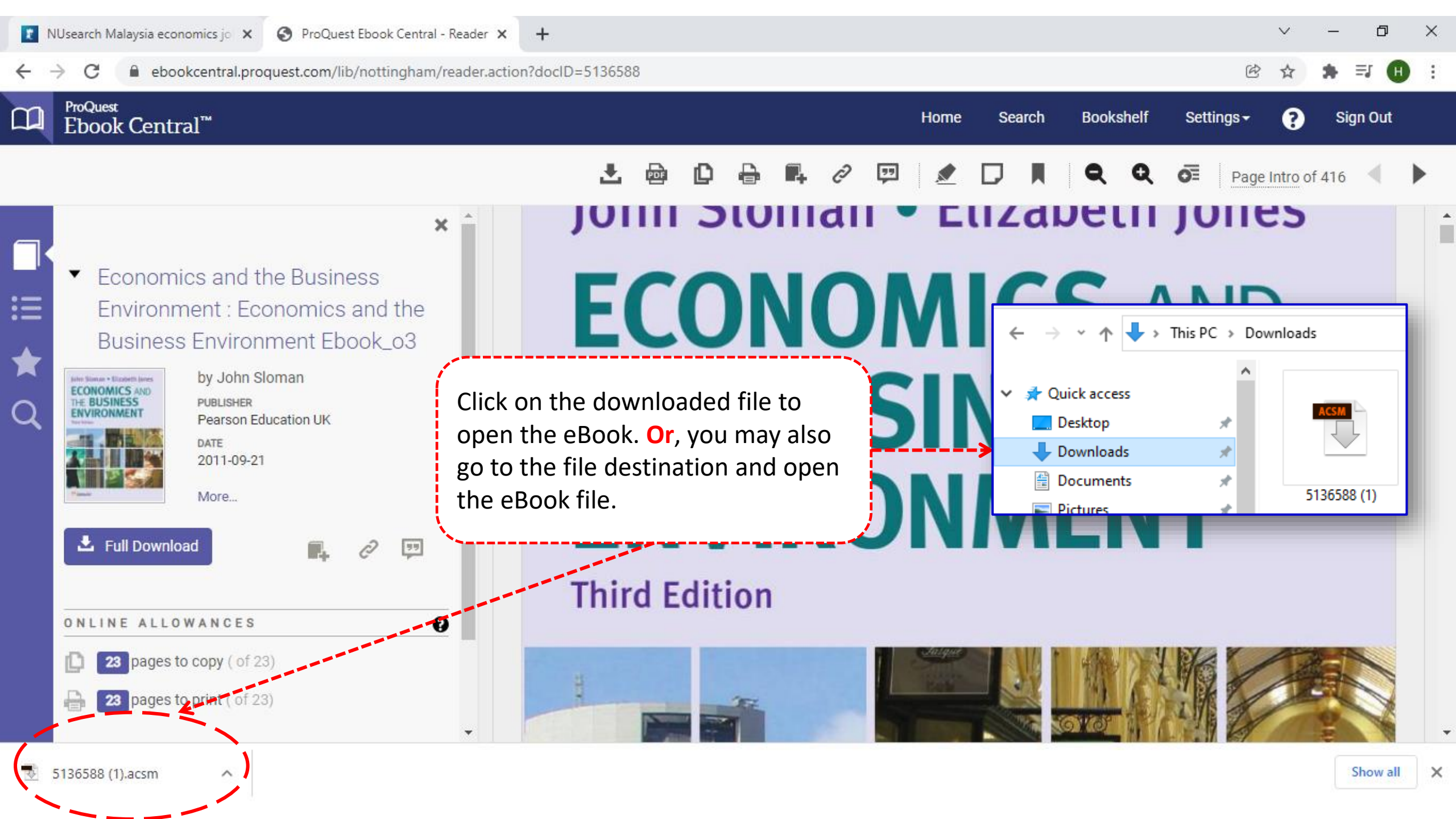
Click on "**Download Your Book**" button

NOTE:

The amount you can download varies from one publisher and title to another. This information is usually displayed when you use each book.



Save the file to your device. Depending on the browser setting, you may need to select the file destination and before save it.



Economics and the Business Environment : Economics and the Business Environment Ebook_o3



by John Sloman
PUBLISHER
Pearson Education UK
DATE
2011-09-21
More...

Full Download

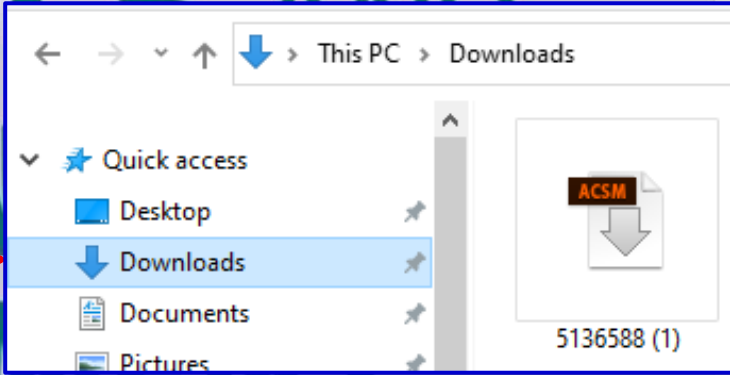
ONLINE ALLOWANCES

23 pages to copy (of 23)

23 pages to print (of 23)

5136588 (1).acsm

Click on the downloaded file to open the eBook. Or, you may also go to the file destination and open the eBook file.



Show all



- All Items
- Not Read
- Borrowed
- Purchased
- Recently Read
- Recently Added



Getting Started with Adobe D...

By: Adobe

Last Page

Added On

Computer Authorization



Adobe® Digital Editions

Authorize Your Computer

Authorizing your computer enables you to:

- Easily transfer Adobe DRM protected items between multiple computers and mobile devices.
- Read Adobe DRM protected items on up to three computers and three mobile devices.

For the first time of, you may ask to authorize your computer. Choose **'I want to authorize my computer without an ID'** and click on **'Next'**

 I want to authorize my computer without an ID

Cancel

Next

Last Read



Research Methods for...
Fellows, Richard F.; Liu, A...

Read

Bookshelves

- All Items
- Not Read
- Borrowed
- Purchased
- Recently Read
- Recently Added

Bookshelves - All Items (5)



Chemical Engineering in the P...
By: am Ende, Mary T.; am Ende, Dav...

Last Page Read: 51 of 685
Added On: 27/9/2021 12:05 AM



Chemical Engineering in the P...
By: am Ende, Mary T.; am Ende, Dav...

Last Page Read: 560 of 685
Added On: 29/9/2021 3:20 PM



Economics and the Business E...
By: Sloman, John; Jones, Elizabeth;

Last Page Read: 1 of 441
Added On: 5/9/2021 12:42 AM



Getting Started with Adobe D...
By: Adobe Systems Incor...

Last Page Read:
Added On: 26/4/2021 2:3...



Research Methods for Constr...

Digital Editions

Fulfilling Economics and the Business Environment

Downloading Content...

Cancel

Your downloaded eBook is now downloading to Adobe Digital Editions library.

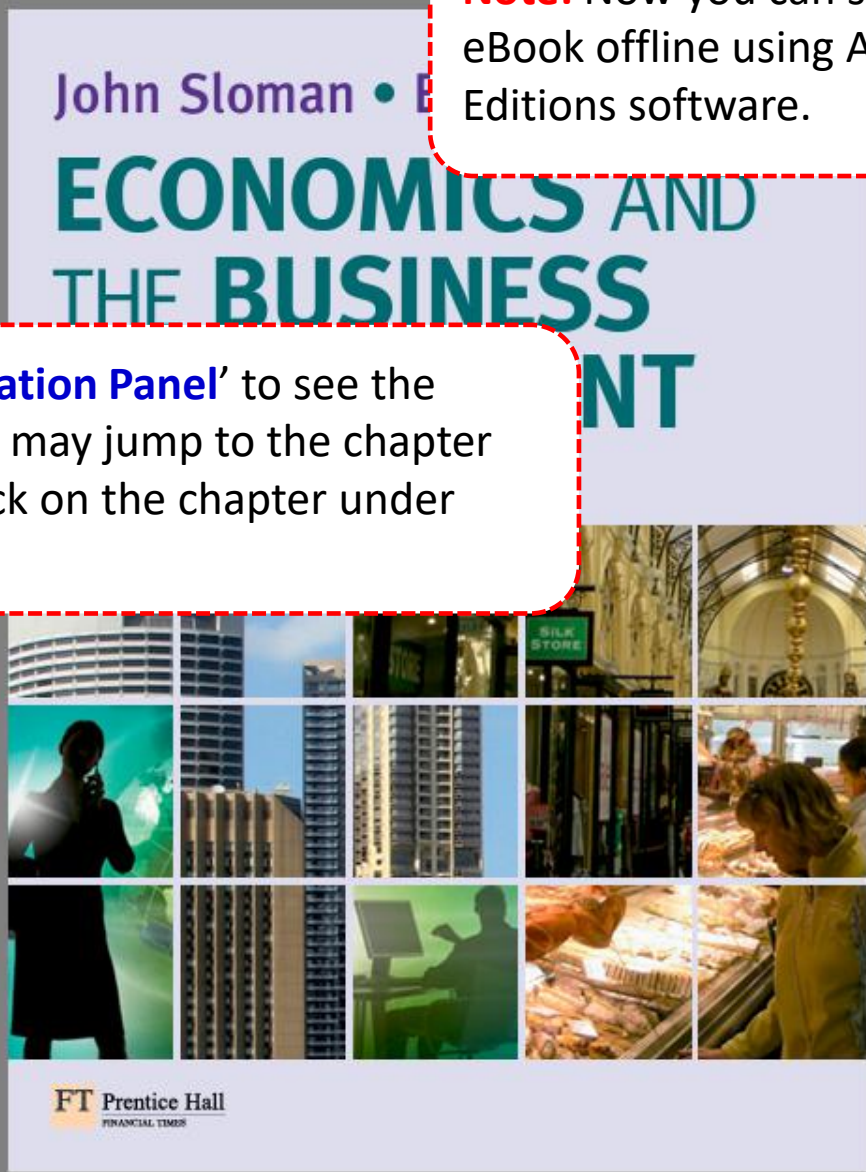


Table of Contents

- Cover
- Brief Contents
- Contents
- Guided Tour
- Preface
- Custom Publishing
- Publisher's Acknowledgements
- Part A: Introduction
- Part B: Markets, Demand and Supply
- Part C: The Microeconomic Environment Of Business
- Part D: The Macroeconomic Environment Of Business
- Web Appendix
- Key Ideas
- Glossary
- Index

Click on '**Show navigation Panel**' to see the table of content. You may jump to the chapter you interested by click on the chapter under table of content


Note: Now you can start to read the eBook offline using Adobe Digital Editions software.



You may click the **ribbon icon** to bookmark the page

Table of Contents

- Cover
- Brief Contents
- Contents
- Guided Tour
- Preface
- Custom Publishing
- Publisher's Acknowledgements
- Part A: Introduction
- Part B: Markets, Demand and Supply
- Part C: The Microeconomic Environment Of Business
- Part D: The Macroeconomic Environment Of Business
- Web Appendix
- Key Ideas
- Glossary
- Index



Markets, demand and supply

One of the key determinants of a business's profitability is the price of its product. In most cases, firms have the option of changing their prices in order to increase their profits. Sometimes, a cut in price might be in order, if the firm anticipates that this will generate a lot more sales. At other times, a firm may prefer to raise its prices, believing there will be little effect on sales – perhaps it believes that its competitors will follow suit; or, perhaps, there are no close competitors, making it easy for the firm to get away with raising prices.

For some firms, however, the prices of the products they sell are determined not by them, but by the market. The 'market' is what we call the coming together of buyers and sellers – whether it be a street market, a shop, an auction, a mail-order system, the internet or whatever. Thus we talk about the market for apples, the market for oil, for cars, for houses, for televisions and so on. As we shall see, market prices are determined by the interaction of demand (buyers) and supply (sellers).

When the price is determined by the market, the firm is called a *price taker*. It has to accept the market price as given. If the firm attempts to raise the price above the market price, it will simply be unable to sell its product; it will lose all its sales to its competitors. Take the case of farmers selling wheat. They have to accept the price as dictated by the market. If individually they try to sell above the market price, no one will buy from them.

So how does a competitive market work? How are prices determined in such markets? We examine this question in Chapter 2.

In Chapter 3 we look more closely at demand and at firms' attempt to understand demand and the behaviour of consumers. Then in Chapter 4 we look at supply and ask how much a profit maximising firm will produce at the market price.

Library

Table of Contents

- Cover
- Brief Contents
- Contents
- Guided Tour
- Preface
- Custom Pub
- Publisher's Acknowledgements
- Part A: Introduction
- Part B: Markets, Demand and Supply
- Part C: The Microeconomic Environment Of Business
- Part D: The Macroeconomic Environment Of Business
- Web Appendix
- Key Ideas
- Glossary
- Index

Click on **Library** to go back to the Adobe Digital Editions bookshelves.

John Sloman • Elizabeth Jones

ECONOMICS AND THE BUSINESS ENVIRONMENT

Third Edition



FT Prentice Hall
FINANCIAL TIMES



Last Read



Economics and the Bu...
Sloman, John; Jones, Eliza...

Read

Bookshelves



All Items

Not Read

Borrowed

Purchased

Recently Read

Recently Added

Bookshelves - All Items (6)



Chemical Engineering in the P...

By: am Ende, Mary T.; am Ende, Dav...

Last Page Read: 51 of 685

Added On: 27/9/2021 12:05 AM



Chemical Engineering in the P...

By: am Ende, Mary T.; am Ende, Dav...

Last Page Read: 560 of 685

Added On: 29/9/2021 3:20 PM



Economics and the Business E...

By: Sloman, John; Jones, Elizabeth;

Last Page Read: 1 of 441

Added On: 5/9/2021 12:42 AM



Economics and the Business E...

By: Sloman, John; Jones, Elizabeth;

Last Page Read: 1 of 441

Added On: 6/1/2022 10:47 AM



Getting Started with Adobe D...

By: Adobe Systems Incorporated

Last Page Read:

Added On: 26/4/2021 2:39 PM



Research Methods for Constr...

By: Fellows, Richard F.; Liu, Anita M...

Last Page Read: 1 of 319

Added On: 1/11/2021 11:01 AM

The book cover shows the remaining **offline reading available day(s)** in this device. It will show "expired" once the offline reading available day finished.

Last Read



Economics and the Bu...
Sloman, John; Jones, Eliza...

Read

Bookshelves



All Items

Not Read

Borrowed

Purchased

Recently Read

Recently Added

Bookshelves - All Items (6)



Chemical Engineering in the P...

By: am Ende, Mary T.; am Ende, Dav...

Last Page Read: 51 of 685

Added On: 27/9/2021 12:05 AM



Chemical Engineering in the P...

By: am Ende, Mary T.; am Ende, Dav...

Last Page Read: 560 of 685

Added On: 29/9/2021 3:20 PM



Economics and the Business E...

By: Sloman, John; Jones, Elizabeth;

Last Page Read: 1 of 441

Added On: 5/9/2021 12:42 AM



Economics and the Business E...

By: Sloman, John; Jones, Elizabeth;

Last Page Read: 54 of 441

Added On: 6/1/2022 10:47 AM

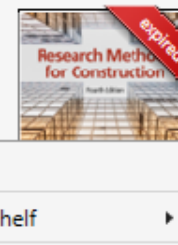


Getting Started with Adobe D...

By: Adobe Systems Incorporated

Last Page Read:

Added On: 26/4/2021 0:00 PM



Research Methods for Constr...

By: Fellows, Richard F.; Liu, Anita M...

Last Page Read: 1 of 319

Added On: 1/11/2021 11:01 AM

Read
Copy to Bookshelf
Item Info
Show File in Explorer
Return Borrowed Item
Remove from Bookshelf
Remove from Library

Note: You will not be able to access the downloaded eBook loan upon **expiry date**. You need to **repeat the download process** if you need to read the eBook offline again.

You may remove the expired eBook loan by right click on the book cover.