



Businomics From The Headlines To Your Bottom Line: How to Profit in Any Economic Cycle

William B. Conerly

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Businomics connects the dots between the economy and everyday business decisions including: staffing levels, inventory, capital expenditures, financial structure, and investments, and shows you how you can profit and protect your business during any economic cycle. You'll learn how to develop early warning systems for economic problems and to understand how local, regional, and foreign business cycles could affect your bottom line. Unlike textbooks or college courses, which teach abstract equations, theory, and economic policy, Businomics makes economics painless-and relevant. With Businomics you'll have all the tools you need to understand how the economy affects your business, industry, and investments. William Conerly, Ph.D. is the principal of Conerly Consulting LLC, which helps business leaders make more profitable decisions through a better understanding of the economy. He holds a Ph.D. in economics from Duke University and an undergraduate economics degree from New College. He has been quoted in Fortune magazine, the Wall Street Journal, and USA Today and interviewed on The News Hour with Jim Lehrer, CNN, and CNBC.



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