



Essential Mathematics for Economics and Business

By Teresa Bradley



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Essential Mathematics for Economics and Business is established as one of the leading introductory textbooks on mathematics for students of business and economics. Combining a user-friendly approach to mathematics with practical applications to the subjects, the text provides students with a clear and comprehensible guide to mathematics. The fundamental mathematical concepts are explained in a simple and accessible style, using a wide selection of worked examples, progress exercises and real-world applications.

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"The text is aimed at providing an introductory-level exposition of mathematical methods for economics and business students. In terms of level, pace, complexity of examples and user-friendly style the text is excellent - it genuinely recognises and meets the needs of students with minimal maths background."

—**Colin Glass, Emeritus Professor, University of Ulster**

"One of the major strengths of this book is the range of exercises in both drill and applications. Also the 'worked examples' are excellent; they provide examples of the use of mathematics to realistic problems and are easy to follow."

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"The most comprehensive reader in this topic yet, this book is an essential aid to the avid economist who loathes mathematics!"

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Editorial Review

From the Back Cover

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About the Author

Until 2012, **Teresa Bradley** lectured in mathematics and statistics at Limerick Institute of Technology, and has been involved for many years with the University of London on the external Diploma in Economics as well as the BSc in Economics, Business and Management.

Teresa Bradley is also author of *Essential Statistics for Economics, Business and Management*, published by John Wiley & Sons, Ltd.

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