

<<商务与经济数学>>

图书基本信息

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作者：（英）雅克（Jacques,I.） 著

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内容概要

本书是一本商务与经济数学的基础教材，主要面向经济学、工商管理专业的低年级本科生。浅显易懂的语鲜活丰富的案例，华丽清新的图表，灵活多样的栏目都彰显了本书为读者着想的独具匠心，拉近了数学与读者的心理距离，使得学习商务与经济数学的过程更为顺畅有趣。

<<商务与经济数学>>

作者简介

伊恩·雅克曾是考文垂大学数学与信息科学学院高级讲师，他在讲授经济学、商学和会计学的数学方法方面具有相当丰富的教学经验。

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