



Macroeconomic Analysis for Business Analysis: (Book 6 of 6)

Donald M. Atwater

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There are so many macroeconomic terms and moving parts in an economy that students and managers can easily get lost. An advantage of this book is that it simplifies macroeconomic analysis. Each of the preceding books in this series explained macroeconomic analysis for a different key measure such as GDP, inflation, interest rates, exports and exchange rates. The goal of this book is to examine where all five major macroeconomic measures are likely to go as a group and what they mean to business performance.

A hands-on macro tool called the consolidated-U.S. simulator is provided to analyze change from more than 15 different variables. Fiscal policy, monetary policy, currency exchange-rate policy, and export conditions for -both the EU and U.S. can be put in play at the same time. The combined effects of these movements on key macroeconomic outcomes provide the kinds of macroeconomic information over time that practitioners need to use in their important business analyses.

Business analyses, such as return on investment for foreign direct investment, and meeting or exceeding domestic and international sales targets, are only as good as the macroeconomic analyses they are based on. The default assumptions about inflation, GDP growth, exports and interest rates are that change will be constant or that no change will occur. Yet the analyses presented throughout this book series shows that macroeconomic systems are rarely unchanged and move cyclically.

The standard for excellence in macroeconomic analysis in the future is to engage businesses early on. The expected value of early analysis is that it has the potential to disrupt the development of economic crises. Imagine a world in which economic crises failed to materialize. In such an environment bubbles form but did not burst and the benefits of growth may be shared by more than just the wealthy. Join us in this cause.

About the Author

Dr. Atwater has been teaching macroeconomics at the Graziadio School of Business and Management at Pepperdine University in Malibu, California since 1995. He has also given numerous macroeconomic seminars to corporations, faculty and practitioners including Nestlé USA, the Billion Dollar Club, the Academy of Economics and Finance, the National Association of Manufacturers, and the World Demographics Conference on Ageing. Dr. Atwater won the 2010 George Award for Outstanding Faculty Member. The business experiences he brings to the classroom include serving as chief executive for a Southern California technology company, the chief financial officer of an international, value-added software company, a principal in the human resources and compensation practice at William H. Mercer, and a director and cofounder of several start-up companies.

He has created decision-support technologies and implemented them in a number of Fortune 100 companies, including AT&T, Intel, Dell Computer, Apple Computer, BHP Minerals, IBM, Bank of America, Nestlé, and Nestlé USA.

Dr. Atwater earned his AB degree in mathematics, his MA degree in mathematical economics, and his C Phil and PhD degrees in economics from the University of California, Los Angeles.

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