

<<商务与经济数学>>

图书基本信息

书名：<<商务与经济数学>>

13位ISBN编号：9787565409943

10位ISBN编号：7565409944

出版时间：2012-9

出版时间：东北财经大学出版社有限责任公司

作者：（英）雅克（Jacques,I.） 著

页数：630

字数：1348000

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<商务与经济数学>>

### 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。

<<商务与经济数学>>

书籍目录

PREFACE  
GUIDED TOUR OF THE TEXTBOOK  
GUIDED TOUR OF THE ONLINE RESOURCES  
INTRODUCTION: Getting Started  
    NOTES FOR STUDENTS: HOW TO USE THIS BOOK  
CHAPTER 1 Linear Equations  
SECTION 1.1  
Introduction to algebra  
    1.1.1 Negative numbers  
    1.1.2 Expressions  
    1.1.3 Brackets  
    Key Terms  
    Exercise 1.1  
    Exercise 1.1"  
SECTION 1.2 Further algebra  
    1.2.1 Fractions  
    1.2.2 Equations  
    1.2.3 Inequalities  
    Key Terms  
    Exercise 1.2  
    Exercise 1.2"  
SECTION 1.3 Graphs of linear equations  
    Key Terms  
    Exercise 1.3  
    Exercise 1.3"  
SECTION 1.4 Algebraic solution of simultaneous linear equations  
    Key Term  
    Exercise 1.4  
    Exercise 1.4"  
SECTION 1.5 Supply and demand analysis  
    Key Terms  
    Exercise 1.5  
    Exercise 1.5"  
SECTION 1.6  
Transposition of formulae  
    Key Terms  
    Exercise 1.6  
    Exercise 1.6"  
SECTION 1.7 National income determination  
    Key Terms

<<商务与经济数学>>

Exercise 1.7

Exercise 1.7"

Formal mathematics

key Terms

CHAPTER 2 Non-linear Equations

SECTION 2.1

Quadratic functions

Key Terms

Exercise 2.1

Exercise 2.1"

SECTION 2.2

Revenue, cost and profit

Key Terms

Exercise 2.2

Exercise 2.2

SECTION 2.3 Indices and

logarithms

2.3.1 Index notation

2.3.2 Rules of indices

2.3.3 Logarithms

2.3.4 Summary

Key Terms

Exercise 2.3

Exercise 2.3

SECTION 2.4 The  
exponential and natural logarithm functions

Key Terms

Exercise 2.4

Exercise 2.4

Formal mathematics

key Terms

CHAPTER 3 Mathematics of Finance

SECTION 3.1

Percentages

3.1.1 Index numbers

3.1.2 Inflation

Key Terms

Exercise 3.1

Exercise 3.1"

SECTION 3.2

Compound interest

Key Terms

Exercise 3.2

Exercise 3.2

SECTION 3.3 Geometric

series

Key Terms

<<商务与经济数学>>

Exercise 3.3

Exercise 3.3

SECTION 3.4 Investment appraisal

Key Terms

Exercise 3.4

Exercise 3.4

Formal mathematics

key Terms

CHAPTER 4 Differentiation

SECTION 4.1 The derivative of a function

Key Terms

Exercise 4.1

CHAPTER 2 Non-linear Equations

SECTION 2.1

Quadratic functions

Key Terms

Exercise 2.1

Exercise 2.1"

SECTION 2.2

Revenue, cost and profit

Key Terms

Exercise 2.2

Exercise 2.2

SECTION 2.3 Indices and logarithms

2.3.1 Index notation

2.3.2 Rules of indices

2.3.3 Logarithms

2.3.4 Summary

Key Terms

Exercise 2.3

Exercise 2.3

SECTION 2.4 The exponential and natural logarithm functions

Key Terms

Exercise 2.4

Exercise 2.4

Formal mathematics

key Terms

CHAPTER 3 Mathematics of Finance

SECTION 3.1

Percentages

3.1.1 Index numbers

3.1.2 Inflation

Key Terms

<<商务与经济数学>>

Exercise 3.1

Exercise 3.1"

SECTION 3.2

Compound interest

Key Terms

Exercise 3.2

Exercise 3.2

SECTION 3.3 Geometric series

Key Terms

Exercise 3.3

Exercise 3.3

SECTION 3.4 Investment appraisal

Key Terms

Exercise 3.4

Exercise 3.4

Formal mathematics

key Terms

CHAPTER 4 Differentiation

SECTION 4.1 The derivative of a function

Key Terms

Exercise 4.1

Exercise 4.1

.....

CHAPTER 5 partial Differentiation

CHAPTER 6 Integration

CHAPTER 7 Matrices

CHAPTER 8 Linear programming

CHAPTER 9 Dynamics

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>