

COMMENT

Macroeconomics for Business

Macroeconomía para la Empresa

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Based on the author's current affiliation and the contents of the book, this academic workpiece could be mainly targeted toward graduate students of a Master in Business Administration program.

Kurt Burneo, the author of this book is a widely recognized Peruvian economist, who is currently working as a professor and researcher at Centrum of the Pontificia Universidad Católica del Perú. Dr. Burneo holds a doctoral degree in Administration and Corporate Management from the Universidad Ramon Llull of Barcelona, Spain. He has served the Peruvian government as a Board Director of the Central Bank of Peru, President of Bank of Nation, Vice Minister of Finance, and Minister of Ministry of Production. As such, the author has the credentials and experience to write this book with sufficient academic authority,

This book is a text on the introduction to macroeconomics with practical applications in each chapter. It is written with quality, clarity, accuracy, helpfulness and accessibility of the contents of the material, all of which are in favor of graduate business students and first-time readers.

This book presents a last section that explores issues that are different from the macroeconomic ones, but that business world takes into account for decision making such as the fourth industrial revolution, that are important. This entails technological innovation revolution, like printing in 3 or 4 dimensions, nanotechnology, etc, which are changing the ways of making business around the world. This is what is unique about this book.

Presenting the theory in simple terms and accompanying with cases and articles, from different sources, are some of the main book's strengths.

Without losing the academic rigor of main reference books such as Professor Blanchard's Macroeconomics textbook and Professor Michael Peng's Global Business textbook, Professor Burneo's Macroeconomía para la Empresa is one of the best options for Spanish-language readers around the world in one single piece.

References

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- Peng, M.W. (2017). *Global Business*. 4th edition. Boston: Cengage Learning.

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