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BETRIEBSWIRTSCHAFTS THEORIE

Band 2. Absatz und Investitions Theorie

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This volume (II) including the two chapters: "Products Selling" and "Investments" is dealing further with the problems presented in volume (I) concerning "Production" and "Costs" at the enterprise level.

The authors treat the problem of selling, of production and investments in a tight interdependence, considering in this way that the best decisions referring to the selection of investments best variant can be made; At the same time, it is possible to build up programs of the markets, as well as production plans for the comming periods.

Problems including data from the economic reality are presented and each solving is accompanied by the economic intepretation of the got results by applying the mathematical or simulation programming.

Chapter 1 devoted to the theory of products solving includes 7 paragraphes.

The theoretical aspect of "selling" deals with the basic notions. One presents several types of commercial relations with their implications, fundamental decisions concerning the strategy of products selling and selling policy.

Further on, complex models of production and planning the sale for several types of market and practical methods for planning the products selling, are presented.

Chapter 2 covers 6 paragraphes and is devoted to the investments problem.

The theoretical aspect shows the basic notions of investments planning.

Investments modelling by static methods is followed by a detailed presentation of dynamic models.

The next paragraphes deal with the investments decisions under uncertainity conditions by specifying the optimum moment of installations replacement and building up certain optimum programs of investments.

The two volumes synthetize the fundamental matters of enterprise economic theory and address to students and to everyone who is interested in the microeconomic problems. At the end of each paragraph there are placed the references, tests and questions having a practical-applicable character of decision.

The volume ends with a final test including 18 problems concerning the theory of products selling and 8 problems concerning the investments.

The test is denoted by 240 points (on an average, each point can be solved in one minute), in such a way as a self-control to be possible to be done regarding the degree of assimilating the knowledge presented in this volume.

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