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By Michael Brandl

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Unlike other Money and Banking texts, where the discussion of the macroeconomy is left to the end in a confusing blur of IS-LM and AS-AD models, Brandl's MONEY, BANKING, FINANCIAL MARKETS AND INSTITUTIONS examines the macroeconomy early. The author does so in a clear concise manner using only the AS-AD framework. With the recent economic crisis as a backdrop, the book demonstrates links between the macroeconomic course work that students have just completed and your money and banking course. While other similar books gloss over important topics, such as money markets and investments, this text examines these markets and entities using an interesting, thought-provoking approach. The author goes beyond merely describing these market and institutions to bring these concepts to life by examining the economic foundations of these markets and the controversies within them. Accompanying MindTap with Aplia™ online tools further enhance the book's student-oriented approach.

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Editorial Review

About the Author

The Ohio State University, Fisher College of Business, Department of Finance Bio: Dr. Michael Brandl received his B.S. degree in Economics from the University of Wisconsin at Madison and his Ph.D. in Economics from the University of Houston. His research interests include economic growth, financial economics, and labor economics. His teaching focuses on the application of economic theory to management decision making as well as global financial markets. He has won more than 40 teaching awards, including Outstanding Graduate Faculty, Undergraduate Program Teaching Awards, Outstanding Professor awards at Texas MBA, CBA Foundation Teaching Innovation Award, MBA Daytime Faculty Honor Roll, Faculty Honor Roll for Texas Executive MBA Outstanding Faculty Award for the Executive MBA Program at Mexico City, McCombs Faculty Excellence Award, TEMBA Faculty Honor Roll, Outstanding MBA Core Professor, and Eyes of Texas Award. Previously Dr. Brandl was on the faculty at University of Texas at Austin McCombs School of Business and has held visiting positions at University of Wisconsin-Madison Department of Economics, University of Houston Department of Economics, and Aalto University School of Business (Finland). As a consultant, he offers custom training for numerous entities, including 3M, LG Electronics, Motorola, Texas Instruments, Frito-Lay, Texas Association of Counties and American Public Power Association. He also serves as an economic consultant with the Magee & Magee consulting firm, where he has provided economics analysis in a variety of anti-trust, patent infringement, intellectual property and economic damage litigation cases.

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