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Hubbard & O'Brien answer this question by demonstrating that real business use economics to make real decisions on a daily basis. This is motivating to all students, whether they are business majors or not. All students can relate to businesses they encounter in their lives. Whether they open an art studio, do social work, trade on Wall Street, work for the government, or bartend at the local pub, students will benefit from understanding the economic forces behind their work.