

Business Essay

Student's Name:

Affiliated Institution:

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One of the economic magazines that I would recommend to an international executive is *The Economist*. This is because *The Economist* talks about current economic issues facing the world today. On April 28, 2011, *The Economist* published an article titled “What’s Wrong with America’s Economy?” The article states that the American economy is facing great problems. The author of the article looks at the 1970s inflation as well as the 1990s unemployment just to demonstrate that the problems with American economy started long time ago. After the 2008 economic crisis, the American economy has recorded a very sluggish recovery rate. The problem with American economy is that the politicians are not doing the right things to help the economy to recover. The author states that America will cease from being one of the largest economy if its politicians do not act prudently (The Economist, 2011). This article is appropriate for an international executive because it provides important information regarding the failing state of the American economy, which is an important part of international transactions for an international executive.

The other economic magazine that I would recommend to an international executive is *Business Daily*. This is because *Business Daily* reports on the economic status of the African continent, which is a vital part of international trade because it is a good source of raw materials and a good market for finished goods, as well as the global economic status. I would recommend an international executive to read an article titled “Dollar gains against Euro as US Releases Economic Data”, which was published today in the *Business Daily*. The article reports that the US dollar grew stronger against the euro on Thursday at 2100 GMT. This comes after Europe released its economic data that indicated rising unemployment, recession warnings, and delays in solving the economic crisis in Greece. It is expected that the US dollar will grow even stronger after the release of US data on unemployment and job creation, which have improved since August last year. The article also reports that the US

dollar has also gained strength against other currencies such as the yen and Swiss franc (Business Daily, 2012). This article is good for an international executive in understanding the movement of international currencies, which are used in international transactions. Strengthening of the US dollar against other currencies means that an international executive can be able to undertake international transactions using the US dollar without making significant foreign exchange losses.

References

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