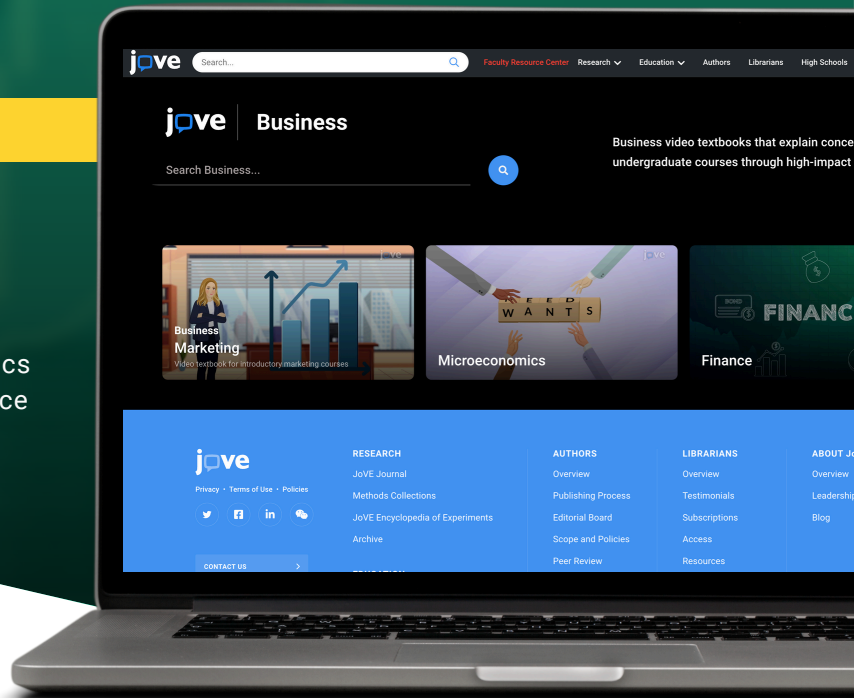




NEW COLLECTION

Business

The JoVE Business Collection simplifies complex topics like Marketing, Finance, and Microeconomics with animated lessons, bridging theory and practice through real-world applications.



18 Chapters

207 Videos



9 Chapters | 86 Videos

Explore the evolution of marketing, including core principles, customer and market analysis, product differentiation, and the importance of ethical practices.

[Learn more](#)



4 Chapters | 61 Videos

Discover the fundamentals of business finance, including organizational structures, risk management, financial markets, and the time value of money concepts like future value, present value, discounting, annuity, and perpetuity

[Learn more](#)



5 Chapters | 60 Videos

Learn basic economic concepts like trade-offs, opportunity cost, and the PPF, along with market dynamics, including supply and demand, market equilibrium, and elasticity, all applied to real-world scenarios

[Learn more](#)



Connect with us

Abigail De Souza

Curriculum Specialist- India & Kazakhstan

[✉ abigail.souza@jove.com](mailto:abigail.souza@jove.com)

SCAN ME

