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#### **Managerial Economics** Managerial Economics

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managers, decide which products to produce, costs to consider, and prices to charge, as well as the best hiring policy and the most effective style of organization. With its unique integrative approach, the text presents the firm as a cohesive, unified organization and demonstrates that important business decisions are interdisciplinary. A basic valuation model is constructed and used as the underlying economic model of the firm; each topic is then related to an element of the value maximization model--a process that shows how management integrates accounting, finance, marketing, personnel, and production functions. The text also provides an intuitive guide to marginal analysis and basic economic relations. Once students grasp the importance of marginal revenue and marginal costs, the process of economic optimization becomes intuitively obvious. In addition, a wide variety of examples and simple numerical problems vividly illustrate the application of managerial economics to a vast assortment of practical situations. By studying the material in *MANAGERIAL ECONOMICS, 12e*, those seeking to further their business careers learn how to more effectively collect, organize, and analyze information. They gain powerful tools that can help them become more successful--and satisfied--in their careers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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*Outlines and Highlights for*

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Discover how to use managerial economics to both diagnose and solve business problems with this breakthrough text, designed specifically for MBA learners like you.

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*Studyguide for Managerial Economics by Hirschey, Mark Cram101*

The economic concepts presented in Managerial Economics show students how to use quantitative methods and economic analysis alongside common sense to better understand business and address managerial problems. The text's unique integrative approach demonstrates that important business decisions are interdisciplinary and must involve collaboration between multiple business functions. Including updated real company cases and examples, the 15th edition of this text demonstrates how economic concepts and tools can be applied to real organisations and management situations.

Fundamentals of Managerial Economics Cram101

The economic concepts presented in Managerial Economics show students how to use common sense to understand business and solve managerial problems. This innovative text helps students sharpen their economic intuition. With its unique integrative approach, the text demonstrates that important business decisions are interdisciplinary, illustrating how different functions work together. A

basic valuation model is constructed and used as the underlying economic model of the firm. Each topic is then related to an element of the value maximization model--a process that shows how management integrates accounting, finance, marketing, personnel, and production functions. The text also provides an intuitive guide to marginal analysis and basic economic relations.

Study Guide for Hirschey's Fundamentals of Managerial Economics, 9th Macmillan International Higher Education

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Investments Cengage Learning

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