

Economics For Managers

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Managerial Economics - Lila J. Truett 2003-07-16

Truett and Truett's Eighth Edition shows how to use economic analysis to solve problems and make effective decisions in the complex world of business. The highly successful problem-solving approach, clear and accurate presentation of economic theory, and outstanding cases combine to make the best presentation of managerial economics yet. * Walks readers step by step through specific types of problems, including elasticity calculations, cost minimization, and profit maximization. * Shows how real-world firms have addressed issues discussed in the book. * Emphasizes the global aspects of managerial economics and its application in the international marketplace.

Managerial Economics - William F. Samuelson 2021-01-13

Managerial Economics, 9th Edition, introduces undergraduates, MBAs, and executives to the complex decision problems today's managers face, providing the knowledge and analytical skills required to make informed decisions and prosper in the modern business environment. Going beyond the traditional academic approach to teaching economic analysis, this comprehensive textbook describes how practicing managers use various economic methods in the real world. Each in-depth chapter opens with a central managerial problem—challenging readers to consider and evaluate possible choices—and concludes by reviewing and analyzing the decision through the lens of the concepts introduced in the chapter. Extensively updated throughout, the text makes use of numerous

extended decision-making examples to discuss the foundational principles of managerial economics, illustrate key concepts, and strengthen students' critical thinking skills. A range of problems, building upon material covered in previous chapters, are applied to increasingly challenging applications as students advance through the text. Favoring practical skills development over complicated theoretical discussion, the book includes numerous mini-problems that reinforce students' quantitative understanding without overwhelming them with an excessive amount of mathematics.

Managerial Economics and Strategy, Global Edition - Jeffrey M. Perloff 2018-02-28

For courses in Managerial Economics. A Problem-based Approach that Uses Modern Theories and Real-world Examples Managerial Economics and Strategy uses real-world issues and examples to illustrate how economic principles impact business decisions. Emphases on agency and contract theory, managerial behavioral economics, game theory, and pricing are especially valuable to future managers. In-text examples and boxed mini-cases use actual data to illustrate the use of basic economic models, while Q&As pose important managerial or economic problems and demonstrate a step-by-step approach to solving them. The Second Edition has been fully revised and updated to reflect new supply-and-demand curves and include discussions of corporate social responsibility, opportunistic behavior, and innovation. It also features new learning

objectives, examples, end-of-chapter questions, and spreadsheet exercises.

Managerial Economics - William F. Samuelson 2014-11-03

Samuelson & Marks' *Managerial Economics*, 8th Edition provides a detailed introduction to managerial economics for undergraduates, MBAs, and executives. This text illustrates the central decision problems managers face and provide the economic analysis they need to guide these decisions.

Managerial Economics & Business Strategy - Jeff Prince 2016-12-02

This ninth edition of *Managerial Economics and Business Strategy* has been revised to include updated examples and problems, but it retains all of the basic content that made previous editions a success. By teaching managers the practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition, monopoly, and monopolistic competition. This edition retains the emphasis on real-world examples and modern topics along with unique coverage found nowhere else: oligopoly, penetration pricing, multistage and repeated games, foreclosure, contracting, vertical and horizontal integration, networks, bargaining, predatory pricing, principal-agent problems, raising rivals' costs, adverse selection, auctions, screening and signaling, search, limit pricing, and a host of other pricing strategies for firms enjoying market power. This balanced coverage of traditional and modern microeconomic tools makes it appropriate for a wide variety of managerial economics classrooms.

Business and Economics of Port Management - Wei Yim Yap 2020-07-06

Business and Economics of Port Management is a comprehensive but concise textbook and reference for insights into the workings of port industry from the business and economics perspectives. The book examines port management from various entities which include the government, port operator, shipping line, logistics companies and other port service providers. It provides in-depth discussions on strategic issues, challenges and disruptions that are faced by this industry. Given the uniqueness of each port and international nature of the port

business, the book comes with useful case studies and lessons from different port regions around the world. Key lessons on challenges and issues faced by port managers, developers and regulators are highlighted and discussed using a combination of professional insights and publicly available information sources. The aim is to illustrate the decision-making process with the purpose of contributing to better outcomes for the industry, government and the public at large. Anyone who is approaching the subject matter will gain utmost understanding of how ports are critical in the global economy and societal well-being.

Managerial Economics - Luke M. Froeb 2015-01-01

Discover how to use managerial economics to both diagnose and solve business problems with this breakthrough text, designed specifically for MBA learners like you. Froeb/McCann/Ward/Shor's *MANAGERIAL ECONOMICS*, 4E offers a succinct, fast-paced, yet challenging, approach full of invaluable insights from cover to cover. This edition incorporates less math and fewer technical models, graphs and figures than traditional managerial economics books while emphasizing the real decisions that today's managers face on a daily basis. Current, interactive applications place you in the roles of decision maker within a variety of real business scenarios, making this book an excellent ongoing resource for your business career. The latest updates throughout this lively edition keep you abreast of the most recent economic developments and current economic challenges worldwide. With *MANAGERIAL ECONOMICS*, 4E you learn how to apply economic theory to even the most formidable business challenges. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managerial Economics - Petersen / Jain 2006-09

Managerial Economics offers a lively presentation of analytical and empirical tools for managerial decision-making. This edition increases the emphasis on managerial applications with more problems, case studies, and questions. With this book, students will not only receive a complete and rigorous introduction to the basic principles of microeconomics, but also learn how the application of economic theory

can improve decision making.

Managerial Economics - W. Bruce Allen 2012-09-15

Thoroughly updated to reflect the post-crisis, global, and digital economy.

Managerial Economics - Paul G. Keat 2013-01-03

Directed primarily toward undergraduate/MBA students in Economics, this text also provides practical content to current and aspiring industry professionals. This text will excite readers by providing a more linear progression, while proving the consistency and relevance of microeconomic theory. The Seventh Edition welcomes a new co-author, Stephen Erfle of Dickinson College, who has contributed many revisions and improvements to the quantitative sections of the text, as well as provided a major addition: the use of Excel in the presentation of many of the numerical and graphical illustrations presented throughout the text. To strengthen readers' ability to use Excel--a critical skill in today's job market--new Excel Applications (Excel Apps) allow readers to turn the static figures and tables in the text into dynamic illustrations.

Managerial Economics (Analysis of Managerial Decision Making), 9th Edition - Ahuja H.L.

Widely acknowledged, this popular and detailed text is a comprehensive treatise on Managerial Economics □ both micro and macro-economic aspects. This text ensures a thorough understanding of core concepts before advancing to provide an expanded treatment of topics. It explains the economic environment and the impact on managerial decisions regarding price & output determination in different market structures followed by an account of the behaviour of individuals under conditions of uncertainty.

Managerial Economics For Dummies - Robert Graham 2013-02-14

The easy way to make sense of managerial economics Does the study of Managerial Economics make your head spin? Relax! This hands-on, friendly guide helps you make sense of complex business concepts and explains to you in plain English how Managerial Economics enhances analytical skills, assists in rational configuration, and aids in problem-solving. Managerial Economics For Dummies gives you a better

understanding of all the major concepts you'll encounter in the classroom: supply and demand, elasticity, decision-making, quantitative analysis of business situations, risk analysis, production analysis, pricing analysis, capital budgeting, critical thinking skills, and much more. Tracks to a typical Managerial Economics course Includes easy-to-understand explanations and examples Serves as a valuable classroom supplement If you're enrolled in business courses looking for a supplemental guide to aid your understand of the complex theories associated with this difficult topic, or a manager already in the corporate world looking for a refresher, Managerial Economics For Dummies has you covered.

Personnel Economics for Managers - Edward P. Lazear 1998-09-22

* How do you recruit the best employees? * How does a firm go about downsizing? * How important is money relative to other factors? * How and when should evaluations be conducted? * How should stock options be structured to maximize incentives? How are training and turnover linked? * Should you reward good performance or penalize bad performance? In this new book, Personnel Economics for Managers, Professor Lazear answers these and many other personnel management questions. His unique approach, using economics to explore human resource topics, builds human resource systems as an entire structure with no one department independent of another. After reading this book, you will finally have a detailed analysis in a field that has traditionally lacked the resources to back up theories and statements.

Managerial Economics - James R. McGuigan 1999

The emphasis on real world, manager-oriented applications shows students how managers apply theories and techniques to analyze and solve real world business problems. Over 200 applications, corporate examples, and Managerial Challenges - more than any other book - support this real world approach.

Managerial Economics (Analysis of Managerial Decision Making), 9th Edition - Ahuja H.L. 2017

Widely acknowledged, this popular and detailed text is a comprehensive treatise on Managerial Economics - both micro and macro-economic

aspects. This text ensures a thorough understanding of core concepts before advancing to provide an expanded treatment of topics. It explains the economic environment and the impact on managerial decisions regarding price & output determination in different market structures followed by an account of the behaviour of individuals under conditions of uncertainty.

Economics and Management of the Food Industry - Jeffrey H. Dorfman 2014-03-21

This book analyzes the economics of the food industry at every stage between the farm gate and the kitchen counter. Central to the text are agricultural marketing problems such as the allocation of production between competing products (such as fresh and frozen markets), spatial competition, interregional trade, optimal storage, and price discrimination. Topics covered will be useful to students who expect to have careers such as food processing management, food sector buying or selling, restaurant management, supermarket management, marketing/advertising, risk management, and product development. The focus is on real world-relevant skills and examples and on intuition and economic understanding above mathematical sophistication, although the text does draw on the nuances of modern economic theory.

Markets for Managers - Anthony J. Evans 2014-10-27

An accessible text that provides managers with a well-rounded economic awareness Successful managers possess an understanding of economic and market principles as they relate to business itself. *Markets for Managers* presents managerial economics in a casual, accessible format that will help management professionals take economic realities into account when running their companies or divisions. The book takes a global perspective while covering the full range of micro- and macroeconomic principles that managers around the world need to know. Complete with online resources that include further reading and a YouTube playlist, this guide puts business management practice within its economic context to produce a practical tool for managers. By understanding market operation and what might cause market failure, management professionals can lead companies that respond to market

pressures and align operating strategies with economic realities. Monetary and fiscal policies affect businesses of all sizes, and in *Markets for Managers*, business leaders can learn how to read the ever-shifting fiscal landscape. Delivers market information tailored to managers and the managerial decision-making process Comprehensively explains macro- and microeconomic ideas in language that's accessible Provides concrete suggestions for utilizing market knowledge to improve internal operations and align incentives Helps managers build a global view of business for optimal decision making The practical format of *Markets for Managers* is perfect for professionals and students who want to gain an applied perspective on today's most pressing economic issues.

Managerial Economics: Applications, Strategies and Tactics - James R. McGuigan 2016-09-06

Readers learn how to think analytically and make better business decisions as future business leaders with the insights found in *MANAGERIAL ECONOMICS: APPLICATIONS, STRATEGIES AND TACTICS*, 14E. This timely edition illustrates how today's effective managers apply economic theory and techniques to solve real-world everyday decision problems. The seasoned author team applies their wealth of practical business insights and economic knowledge to present a solid foundation of traditional microeconomic theory and extensively explore the latest analytical tools in managerial economics. Readers study Nash equilibrium and other game-theoretic tactics, information economics, and organizational architecture. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Core Economics for Managers - Joshua Gans 2005

In this engaging text Joshua Gans turns economic teaching on its head. Specifically aimed at the management or MBA student, *Core Economics for Managers* covers the essentials but does so in ways that build on and reinforce the student's work experiences Beginning with the tools of decision-making, this book does not shy away from the complexities of managerial decisions but embraces them to consider both uncertainty and strategic interaction in a readily accessible way. This allows the

student to move with ease to considering the principles of negotiated exchange and how prices are formed when parties interact face to face rather than anonymously in markets. This provides a natural way of talking about competition and the gains from cooperation. The traditional topics of economics and competitive strategy can then be introduced by considering pricing; that is, how a firm chooses its price, how a firm can innovate in pricing, how prices are constrained by competition and how prices can act as signals for investment. Finally, with all of these tools in hand, the student can seamlessly move on to topics of contracting, outsourcing, the provision of incentives and the building of relationships. No other single book covers this multitude of topics in such an accessible way. Gone are unnecessary jargon from economics and strategy. All that remains is the core. And that core can be taken with the student back into their studies and commercial life.

Economics for Managers - Phillip C. F. Crowson 1985

Managerial Economics - Ivan Png 2007

Now in its third edition, this highly readable, non-technical introduction to the essential microeconomic principles is perfect for business managers. The new edition retains its global focus and economic rigor, with an emphasis on the role of information in decision-making. The text has been extensively updated and rewritten to include new and recent cases and examples from a multitude of countries and economic systems, applied to managerial situations. Utilizing economic analysis to spotlight topics in accounting, finance, human resources, and marketing, *Managerial Economics, 3e* employs a simple, pedagogic model, providing the most up-to-date and relevant foundation in the field. Written for managers rather than economists Each chapter begins with a real-world mini-case. Chapters are reinforced with progress checks, review questions, and discussion questions New coverage of oligopoly, time value of money, behavioral economics, experience curve, R&D strategy, and more Uses mathematics only where necessary Extensive online resources are available at <http://www.comp.nus.edu.sg/~ipng/mecon.htm> including updates to the book, PowerPoint slides, an Instructor's Manual,

and answers to discussion questions A wiki site at <http://manecon.pbwiki.com/> provides additional examples as well as contributions from readers and instructors

Economics for Managers - Phillip Crowson 1985-04-11

Principles of Economics and Management for Manufacturing Engineering - D.R. Kiran 2022-01-17

Principles of Economics and Management for Manufacturing Engineering combines key engineering economics principles and applications in one easy to use reference. Engineers, including design, mechanical, and manufacturing engineers are frequently involved in economics-related decisions, whether directly when selecting materials or indirectly when managers make order quantity decisions based on their work. Having a knowledge of the management and economic activities that touch on engineering work is a core part of most foundational engineering qualifications and becomes even more important in industry. Covering a wide range of management and economic topics from the point-of-view of an engineer in industry, this reference provides everything needed to understand the commercial context of engineering work. Covers the full range of basic economic concepts as well as engineering economics topics Includes end of chapter questions and chapter summaries that make this an ideal self-study resource Provides step-by-step instructions for cost accounting for engineers

Economics for Managers - James R. McGuigan 2010-09-13

Packed with powerful examples from actual managers, *Economics For Managers*, teaches you how to think analytically and make better business decisions. Written by a seasoned and well-respected author team, *Economics For Managers* equips readers with the economic tools to avoid analytic pitfalls and become more effective managers. Drawing from more than 300 real-world applications, the authors illustrate how actual managers apply economic theories and techniques to solve real business problems. Current, comprehensive, and cutting edge, the text includes extensive coverage of the latest analytical tools in managerial

economics, including game-theoretic tactics, information economics, and organizational architecture. It also offers exceptional coverage of international issues, including new material on China and India.

Extremely user friendly, the text caters to a variety of learning styles as it presents key analytical concepts in several ways, including tabular analysis, graphical analysis, and algebraic analysis. Students learn in a format with which they are comfortable, making difficult material more accessible and easier to understand.

Economics for Managers - Charles J. Stokes 1978

Economics for Healthcare Managers - Robert H. Lee 2019

Instructor Resources: Test bank, PowerPoint slides and a lesson plan for each chapter, answers to the study questions, guides to the case studies, and a transition guide to the new edition. Good management requires a fundamental understanding of economics. In the rapidly changing healthcare landscape, economics can provide a road map for managers looking to effectively navigate strategic, goal-oriented decisions while also improving population health outcomes. *Economics for Healthcare Managers* provides the practical guide that healthcare managers need to simplify and strengthen the decision-making process for everyday issues. Written for those with little or no background in economics, the book is designed to engage readers in today's policy and management challenges. The author references classic studies while also drawing on current research and emphasizing contemporary analyses. As the purview of healthcare managers has expanded significantly, this edition has been updated to reflect their evolving role. Featuring 17 new case studies, the book incorporates recent changes in health policy and research, including new and revised content on: Realizing the Triple Aim Profits, market structure, and market power Regulations of the Affordable Care Act Health insurance and the move toward value-based payments The healthcare financing system and alternative payment mechanisms The book and its companion materials combine multiple cases, class activities, and special features to engage students and facilitate active learning. These resources give students in the classroom

the opportunity to tackle the kinds of challenging economic issues they can expect to face during their careers as healthcare managers.

Managerial Economics, 5Th Ed - William F. Samuelson 2008-08-08

In today's highly competitive business environment, managers must be able to make increasingly more complex decisions. This book illustrates the central problems they face and provides the economic analysis needed to guide their decisions. This edition includes many revised applications and coverage of game theory, decision making under uncertainty, international topics, e-commerce, and the Internet.

Introduction to Economic Decision Making· Optimal Decisions Using Managerial Analysis· Demand Analysis and Optimal Pricing· Estimating Demand· Forecasting· Production· Cost Analysis· Decision Making Under Uncertainty· The Value of Information· Perfect Competition· Monopoly· Oligopoly· Game Theory and Competitive Strategy· Regulation, Public Goods, and Benefit-Cost Analysis· Asymmetric Information and Organizational Design· Bargaining and Negotiating· Auctions and Competitive Bidding· Linear Programming· Capital Budgeting

Economics for Managers - Paul G. Farnham 2013

For students in the one-semester MBA Managerial Economics course. This book is also suitable for all readers interested in the field of managerial economics. *Economics for Managers* presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a managerial decision-making perspective in a framework that can be used in a single-semester course. *Economics for Managers* is designed to be competitive in today's business environment, managers must understand how economic forces affect their business and the factors that must be considered when making business decisions. *Economics for Managers* is the only book that provides business students and MBAs with a thorough and applied understanding of both micro- and macroeconomic concepts in a way non-economics majors can understand. *Economics for Managers* retains all the same core concepts and straightforward material on micro- and macroeconomics while incorporating new case material and real-world examples that relate to today's managerial student.

Economics for Managers, Global Edition - Paul G. Farnham

2014-09-09

For one semester MBA Managerial Economics courses Economics for Managers presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a managerial decision-making perspective in a framework that can be used in a single-semester course. To be competitive in today's business environment, managers must understand how economic forces affect their business and the factors that must be considered when making business decisions. This is the only book that provides business students and MBAs with a thorough and applied understanding of both micro- and macroeconomic concepts in a way non-economics majors can understand. The third edition retains all the same core concepts and straightforward material on micro- and macroeconomics while incorporating new case material and real-world examples that relate to today's managerial student.

Economics, Social Sciences and Information Management - Ford Lumban Gaol 2015-12-29

The 2015 International Congress on Economics, Social Sciences and Information Management (ICESSIM 2015), held 28-29 March 2015 in Bali, Indonesia, aimed to provide a platform for the sharing of valuable knowledge and experience in the context of changing economics and social settings. Information technology has changed many aspects in our life, inc

ISE Managerial Economics and Business Strategy - Michael Baye 2021-02-16

Microeconomics for Managers, 2nd Edition - David M. Kreps 2019-01-29

A thoroughly revised new edition of a leading textbook that equips MBA students with the powerful tools of economics This is a thoroughly revised and substantially streamlined new edition of a leading textbook that shows MBA students how understanding economics can help them make smarter and better-informed real-world management decisions. David Kreps, one of the world's most influential economists, has developed and refined Microeconomics for Managers over decades of

teaching at Stanford's Graduate School of Business. Stressing game theory and strategic thinking and driven by in-depth, integrated case studies, the book shows future managers how economics can provide practical answers to critical business problems. Focuses on case studies and real companies, such as Amazon, Microsoft, General Motors, United Airlines, and Xerox Covers essential topics for future managers—including price discrimination, Porter's five forces, risk sharing and spreading, signaling and screening, credibility and reputation, and economics and organizational behavior Features an online supplement (available at micro4managers.stanford.edu) for students that provides solutions to the problems in the book, longer caselike exercises, review problems, a calculus review, and more *Executive Economics* - Shlomo Maital 2010-06-15

What do economists know that business executives find useful?

Economics ought to be indispensable for business decision-makers because it deals with the issues executives face daily: what to produce, how and how much, at what price, how best to use resources (time, labor, capital), how to understand markets. Why, then, do managers often think that economists' theories are ivory-tower and impractical? Perhaps because most economics texts are mystifying, jargon-ridden, and written from every perspective except that of the line manager. In *Executive Economics: Ten Essential Tools for Managers*, Shlomo Maital brings economics down to earth, back to the hard day-to-day decisions that executives have to make. He shows how all decisions can be organized around two key questions: What is it worth? What must I give up to get it? Answering these questions depends upon finding and maintaining the right relation in the "triangle of profit" -- cost, price, and value. Each of *Executive Economics* ten chapters focuses on one or more legs of the triangle of profit, defines a decision tool, and illustrates how it can be used to improve the quality of executive decisions. Drawing on recent examples from both Fortune 500 firms and smaller companies, Maital shows why economics main contribution is to deepen executives' understanding of the structure of their costs, and to explain why some of a business's highest expenses are those that never appear on a check

stub or in a profit-and-loss statement. Executive Economics is written for executives, about executives, and by an author who has both taught executives at MIT's Sloan School of Management for over a decade and served as a consultant to small and large businesses. It is must reading for executives who need simple, effective decision-making tools to give them an edge in today's competitive global economy.

The Content Trap - Bharat Anand 2016-10-18

"My favorite book of the year."—Doug McMillon, CEO, Wal-Mart Stores
Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, The Content Trap is an essential new playbook for navigating the turbulent waters in which we find ourselves. Praise for The Content Trap "A masterful and thought-provoking book that has reshaped my understanding of content in the digital landscape."—Ariel Emanuel, co-CEO, WME | IMG "The

Content Trap is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success. But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are."—The Wall Street Journal

Forestry Economics - John E. Wagner 2011-07-26

Forestry Economics introduces students and practitioners to all aspects of the management and economics of forestry. The book adopts the approach of managerial economics textbooks and applies this to the unique processes and problems faced by managers of forests. While most forestry economics books are written by economists for future economists, what many future forest and natural resource managers need is to understand what economic information is and how to use it to make better business and management decisions. John E. Wagner draws on his twenty years of experience teaching and working in the field of forest resource economics to present students with an accessible understanding of the unique production processes and problems faced by forest and other natural resource managers. There are three unique features of this book: The first is its organization. The material is organized around two common economic models used in forest and natural resources management decision making. The second is the use of case studies from various disciplines: Outdoor and Commercial Recreation, Wood Products Engineering, Forest Products, and Forestry. The purpose of these case studies is to provide students with applications of the concepts being discussed within the text. The third is revisiting the question of how to use economic information to make better business decisions at the end of each chapter. This ties each chapter to the preceding ones and reinforces the hypothesis that a solid working knowledge of these economic models and the information they contain are necessary for making better business decisions. This textbook is an invaluable source of clear and accessible information on forestry economics and management for not only economics students, but for

students of other disciplines and those already working in forestry and natural resources.

The Economics of Managerial Decisions - Roger Blair 2018

Economic foundations -- Managerial economics and decision making -- Demand and supply -- Measuring and using demand -- Market structure and managerial decisions -- Production and costs -- Perfect competition -- Monopoly and monopolistic competition -- Cartels and oligopoly -- Game theory and oligopoly -- A manager's guide to antitrust policy -- Managerial decisions -- Advanced pricing decisions -- Decisions about vertical integration and distribution -- Decisions about production, products, and location -- Marketing decisions : advertising and promotion -- Business decisions under uncertainty -- Managerial decisions about information -- Using present value to make multiperiod managerial decisions -- Answer key to chapters -- Answer key to calculus appendix

Managerial Economics - Nick Wilkinson 2005-05-05

Managerial economics, meaning the application of economic methods in the managerial decision-making process, is a fundamental part of any business or management course. This textbook covers all the main aspects of managerial economics: the theory of the firm; demand theory and estimation; production and cost theory and estimation; market structure and pricing; game theory; investment analysis and government policy. It includes numerous and extensive case studies, as well as review questions and problem-solving sections at the end of each chapter. Nick Wilkinson adopts a user-friendly problem-solving approach which takes the reader in gradual steps from simple problems through increasingly difficult material to complex case studies, providing an understanding of how the relevant principles can be applied to real-life situations involving managerial decision-making. This book will be invaluable to business and economics students at both undergraduate and graduate levels who have a basic training in calculus and quantitative methods.

How Behavioral Economics Influences Management Decision-

Making - Kelly Monahan 2018-08-02

How Behavioral Economics Influences Management Decision-Making: A New Paradigm critically reexamines the management function in 21st century workplaces. The book seeks to examine and explain the real-world behaviors of employees and acknowledge the human nature that binds us all together and how to appeal to these characteristics in order to help organizations prosper. It explores well-observed but rarely understood features of employee cognition and irrationality, challenging the dominant discourse and offering an alternative to gain greater competitive advantage in today's complex markets. It also provides an effective new framework on the best ways to develop relevant management skills as they pertain to hiring, performance management, change management, employee engagement, and goal setting. As the knowledge economy continues to grow, the social bonds within companies will prove to be a key differentiation to deliver on the next big idea. Developing productive decisions with staff in the talent-driven global economy increasingly requires the development of "intrinsic" meaning in work, a human-centered work-place culture, and human-focused working practices. This book tackles these topics in comprehensive and efficient detail. Provides a framework to simply and effectively apply behavioral principles in organizations of any size. Focuses on agent motivations and behavior and how they directly impact talent management in the knowledge economy. Highlights empirical studies, detailing the impact of heuristics on hiring, performance management, change management, employee engagement, and goal-setting decisions.

Microeconomics for MBAs - Richard B. McKenzie 2016-07-18

A sophisticated yet non-technical introduction to microeconomics for MBA students, now in its third edition.

Economics for Managers MPE781 CAF008 - Allan P. Layton 2019