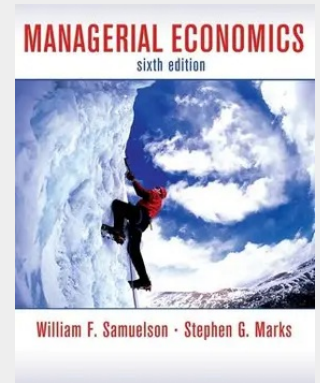


Managerial Economics

Managerial Economics illustrates the central decision problems managers face and provides the economic analysis needed to guide these decisions. The book integrates theory with extensive real-world applications throughout which makes it more accessible. The presentations begin simply and are progressively applied to more and more challenging applications. The right level of mathematical rigor is integrated throughout to make it accessible to a wide range of readers with varied mathematical backgrounds. Decision-making is introduced early and a strong emphasis is placed on strategic behavior and the application of game theory. This revision also continues to provide managers with real-world examples and necessary decision-making skills to make thoughtful and advantageous managerial decisions.

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