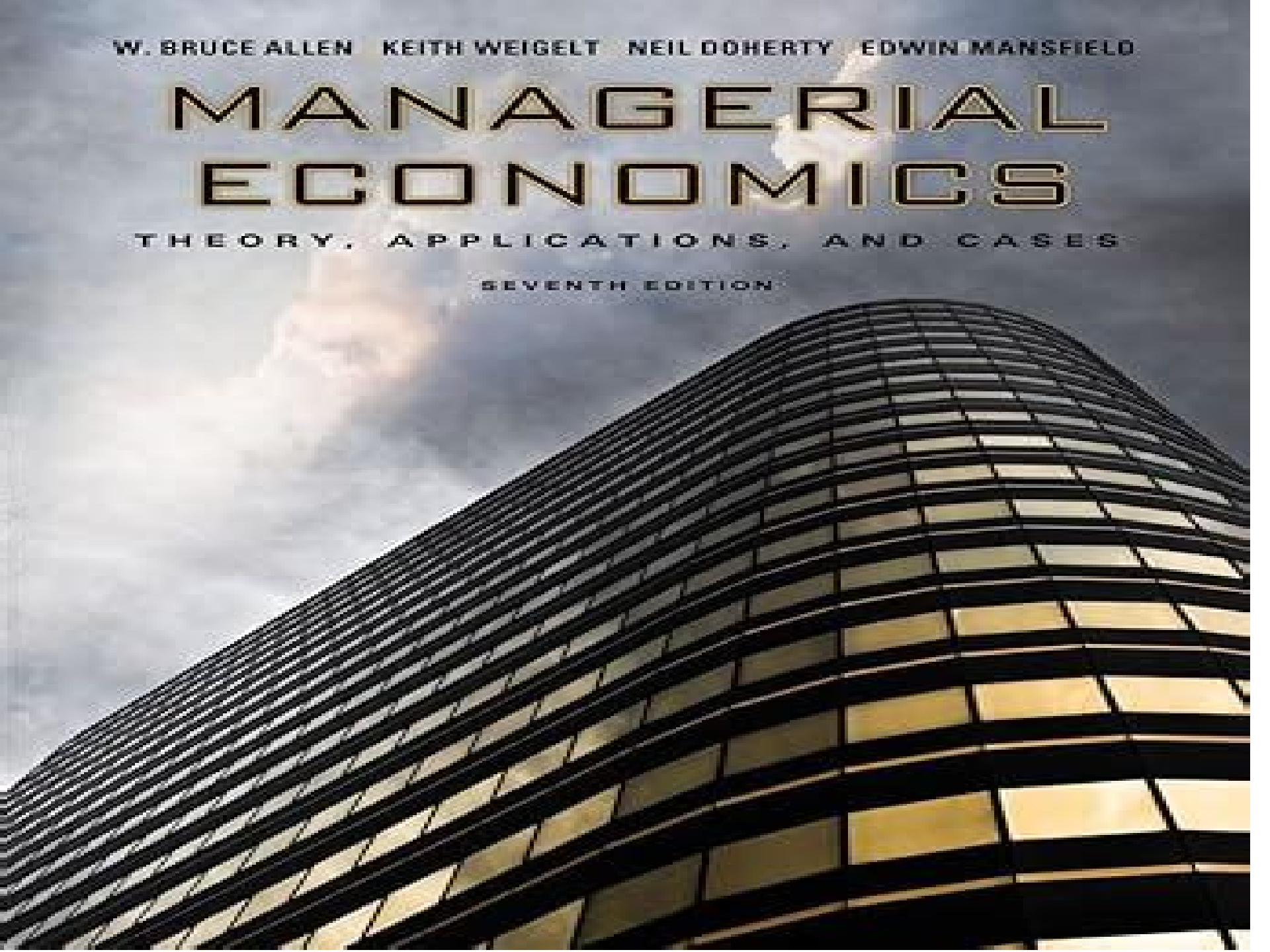


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to provide comprehensive understanding of industrial economics and its applicability to African countries The book is expected to serve as an intellectual and pedagogical support to teaching It is a vital resource material for both undergraduate and post graduate students The text is also excellent for self study for all people with a keen interest in the discipline because of the unique approach adopted by the author Each chapter is arranged pedagogically starting with learning objectives followed by introductory remarks then content and finally conclusion Numerous relevant examples case studies and review questions are provided

Economics for Nonprofit Managers and Social Entrepreneurs Dennis R. Young, Richard Steinberg, Rosemarie Emanuele, Walter O. Simmons, 2019 Economics for Nonprofit Managers and Social Entrepreneurs shows how economics contributes to better managerial decisions on social matters This second edition of the original economics text for nonprofit managers adds risk analysis game theory and behavioral economics to the managerial tool kit along with analysis at the margin opportunity cost elasticity of demand and supply market power and cost benefit analysis with numerous timely examples This text is essential for nonprofit managers and social entrepreneurs and of interest to all economics students

Introduction to Air Transport Economics Bijan Vasigh, Ken Fleming, 2016-05-06 Introduction to Air Transport Economics From Theory to Applications uniquely merges the institutional and technical aspects of the aviation industry with their theoretical economic underpinnings In one comprehensive textbook it applies economic theory to all aspects of the aviation industry bringing together the numerous and informative articles and institutional developments that have characterized the field of airline economics in the last two decades as well as adding a number of areas original to an aviation text Its integrative approach offers a fresh point of view that will find favor with many students of aviation The book offers a self contained theory and applications oriented text for any individual intent on entering the aviation industry as a practicing professional in the management area It will be of greatest relevance to undergraduate and graduate students interested in obtaining a more complete understanding of the economics of the aviation industry It will also appeal to many professionals who seek an accessible and practical explanation of the underlying economic forces that shape the industry The second edition has been extensively updated throughout It features new coverage of macroeconomics for managers expanded analysis of modern revenue management and pricing decisions and also reflects the many significant developments that have occurred since the original s publication Instructors will find this modernized edition easier to use in class and suitable to a wider variety of undergraduate or graduate course structures while industry practitioners and all readers will find it more intuitively organized and more user friendly

Managerial Economics, 2005

The Morality of Radical Economics Ron P. Baiman, 2016-08-31 This book is in equal parts a treatise on morality and economics a critique of neoclassical orthodoxy a brief for replacing mainstream economics with a radical political economics and an argument for the abandonment of neoliberal capitalism in favor of democratic socialism It includes a detailed proposal for a demand and cost alternative to supply and demand analysis and an in depth technical critique of both neoclassical high theory and applied

microeconomic analysis demonstrating that these are not only infeasible or immoral but have directly contributed to public policy disasters Further the book suggests that only a moral economics in the form of radical political economy can address the looming economic and environmental crises of today's world Baiman begins with an introduction to morality and ethics in both general sciences and in economics in particular He then guides readers through evidence of how neoclassical economics has not only failed to remain objective and value free but has become an ideology of apologetics protecting an immoral system In addition to breaking down real world examples to demonstrate his assertions Baiman analyzes a theoretical Utopia design exercise He concludes by arguing that the only form of economics that supports widely shared human values such as social equity democracy and solidarity is so called radical economics and that all true economics science should be directed toward achieving more socially productive economic activity An invaluable guide to morality and economics this book will appeal to researchers and teachers looking to change the way we think about economics policy and society

Understanding Media Economics Gillian Doyle, 2013-04-17 Expertly synthesizes economic theory and contemporary cases to both explain the structure of the contemporary media industry and shed insight on the significant challenges and controversies confronting the sector Lucy K ng Oxford University and Jonkoping University A wide ranging accessible introduction to media economics and their application to a broad range of media topics from advertising and business models to copyright audience demand and public policy Chris Bilton University of Warwick An excellent textbook on media economics which takes into account the full complexity of the subject matter in the context of structural technological and creative transformations that characterise digital media Milan Todorovic London Metropolitan University With the rapidly evolving digital media landscape this second and completely revised edition of Understanding Media Economics moves beyond a sector specific approach to media analysis and instead focuses on the issues and imperatives that are now central to how economic forces impact on the media industries Exploring themes such as innovation digital multi platform developments the emerging importance of networks branding and segmentation of market demand strategies of risk spreading maximizing value within content intermediation and rights management corporate expansion and advertising this book addresses and explains the key pressing questions and issues that are transforming contemporary media industries and markets Gillian Doyle makes the economics of the media fascinating compelling and easy to understand This is essential reading for students of media economics media management media policy and courses across the cultural and creative industries

Portfolio and Investment Analysis with SAS John B. Guerard, Ziwei Wang, Ganlin Xu, 2019-04-03 Choose statistically significant stock selection models using SAS Portfolio and Investment Analysis with SAS Financial Modeling Techniques for Optimization is an introduction to using SAS to choose statistically significant stock selection models create mean variance efficient portfolios and aggressively invest to maximize the geometric mean Based on the pioneering portfolio selection techniques of Harry Markowitz and others this book shows that maximizing the geometric mean maximizes the

utility of final wealth The authors draw on decades of experience as teachers and practitioners of financial modeling to bridge the gap between theory and application Using real world data the book illustrates the concept of risk return analysis and explains why intelligent investors prefer stocks over bonds The authors first explain how to build expected return models based on expected earnings data valuation ratios and past stock price performance using PROC ROBUSTREG They then show how to construct and manage portfolios by combining the expected return and risk models Finally readers learn how to perform hypothesis testing using Bayesian methods to add confidence when data mining from large financial databases

Quantitative Corporate Finance John B. Guerard, Jr.,Eli Schwartz,2007-10-04 The book addresses several problems in contemporary corporate finance optimal capital structure both in the US and in the G7 economies the Capital Asset Pricing Model CAPM and the Arbitrage Pricing Model APT and the implications for the cost of capital dividend policy sales forecasting and pro forma statement analysis leverage and bankruptcy and mergers and acquisitions It is designed to be used as an advanced graduate corporate financial management textbook

Breakeven Analysis Michael E. Cafferky,Jon Wentworth,2014-08-26 This second edition continues with the successful comprehensive collection of cost volume pro t applications Whether you re a business professional entrepreneur business professor or student you will bene t from this one stop how to book of formulas explanations and examples This new edition offers a wide range of topics from calculating basic breakeven to dealing with multiple products mixed costs changing costs and changing prices Michael E Cafferky is the Ruth McKee Chair for Entrepreneurship and Business Ethics at Southern Adventist University s School of Business and Management In an addition to a doctoral degree in business from Anderson University Falls School of Business he also holds masters degrees in public health and religion The author of eight books Cafferky is a member of the Academy of Management and the Christian Business Faculty Association He has received Southern s President s Award for Excellence in Scholarship and the national Sharon Johnson Award from the Christian Business Faculty Association

Intelligent Techniques in Engineering Management Cengiz Kahraman,Sezi Çevik Onar,2015-05-05 This book presents recently developed intelligent techniques with applications and theory in the area of engineering management The involved applications of intelligent techniques such as neural networks fuzzy sets Tabu search genetic algorithms etc will be useful for engineering managers postgraduate students researchers and lecturers The book has been written considering the contents of a classical engineering management book but intelligent techniques are used for handling the engineering management problem areas This comprehensive characteristics of the book makes it an excellent reference for the solution of complex problems of engineering management The authors of the chapters are well known researchers with their previous works in the area of engineering management

Optimal Enterprise Mikhail V. Belov,Dmitry A. Novikov,2021-07-28 In the modern world most gross product is created within Enterprise firms project programs state agencies transnational corporations and their divisions as well as various associations and compositions of the above entities Enterprises being on the one hand

complex and on the other hand widespread systems are the subject matter of cybernetics system theory operations research management sciences and many other fields of knowledge However the complexity of the system obstructs the development of mathematically rigorous foundations for Enterprise control Moreover methods of operations research and related sciences which are widely used in practice provide optimization of the constituents of an Enterprise without modeling it as a whole system But the optimization of parts does not lead to the optimality of the whole and also the absence of top down and holistic mathematical models of Enterprise contradicts the principle of holism and the system approach The approach in this book looks first at Enterprise Systems and their essential aspects as complex sociotechnical systems composed of integrated sets of structural and process models Chapters 1 and 2 A uniform description of all the heterogeneous fields of the modern Enterprise marketing sales manufacturing HR finance etc is then made and the Enterprise Control Problem is posed as a top down and holistic mathematical optimization problem Chapter 3 Original models and methods of contract theory Chapter 4 technology management Chapter 5 human behavior and human capital Chapter 6 and complex activity and resource planning Chapter 7 are developed to solve the problem Structural processes and mathematical models constitute an Optimal Enterprise Control Framework Chapter 8 that provides a practical solution to the Enterprise Control Problem This book is a resource for postgraduate and doctoral students postdoctoral researchers and professors with research interests in the following fields of science Fundamental Complex Systems study Complex Systems Engineering Enterprise Systems Engineering Applications of Operations Research Optimization Probability and Stochastic processes to Management Science Economics and Business Theory of the Firm Business and Management general strategy leadership organization management operations management and management information systems Theory of Business Processes Business Processes Improvement and Reengineering

Breaking the Ice Bernd Frick, 2017-11-17 This book provides a survey of the academic research and knowledge on the economics and management of professional hockey While professional football baseball and basketball have been the focus of sports economists for decades professional hockey has been left out of most economic analyses of the sports industry This book fills that gap by presenting a selection of research focusing specifically on hockey such as labor relations and player behavior in the NHL salary determination and player careers ticket demand and ticket pricing and emerging topics such as diversity and discrimination Expanding the available literature dramatically this book will be an important tool for researchers as well as sports managers and students at the advanced undergraduate and graduate level

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