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Lorna M. Daniells



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Sekhar Patro,2023-08-08 Managerial Economics involves an analysis of the allocation of the resources available to a firm or a unit of management among the activities of that unit It makes use of concepts and theories of economics and assists managers to make rational decision The present book emphasizes on conceptual clarity and simplified presentation The book comprehensively covers all the aspects that impinge upon economic decision making of modern business units Thus allowing a great deal of flexibility in the choice of topics that any teacher or student may wish to cover This text would be helpful for the students of Commerce Management Economics Engineering Law and other social sciences disciplines It is also useful to the practicing managers of various business units within and outside the country The book integrates various concepts and ideas from the fields of economics and other subjects which have bearing on managerial decision making and policy formulation within the business unit It provides a number of suitable examples including large number of review questions objective type questions and exercises The text focuses on the concepts related to macroeconomics and business decision and modern approaches to managerial economics

Managerial Economics M. J. Alhabeeb,L. J. Moffitt,2012-11-05

Uncertainty is present in every managerial decision and Managerial Economics A Mathematical Approach effectively demonstrates the application of higher level statistical tools to inform and clarify the logic of problem solving in a managerial environment While illuminating managerial decision making from all possible angles this book equips readers with the tools and skills needed to recognize and address uncertainty The book also explores individual firm and market level decisions discusses all possible risks and uncertainties encountered in the decision making process and prepares readers to deal with both epistemic and aleatory uncertainty in managerial decisions Managerial Economics features An emphasis on practical application through real life examples and problems An accessible writing style that presents technical theories in a user friendly way A mathematical and statistical point of view that reveals the presence of uncertainty inherent in managerial decisions Thoroughly class tested material including problems at the end of each chapter case study questions review exercises and objectives that summarize the main discussions Managerial Economics is an excellent book for upper undergraduate and graduate level courses in business and economics departments The book is also an ideal reference and resource for managers decision makers market analysts and researchers who require information about the theoretical and quantitative aspects of the topic

Ebook: Managerial Economics and Organizational Architecture Brickley,2015-05-16

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