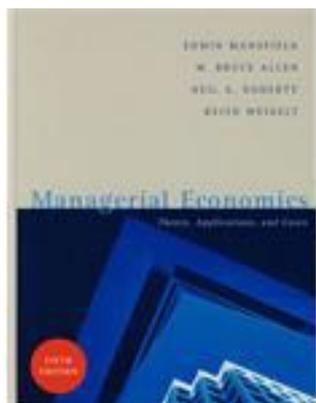


Managerial Economics (5th Edition)



[Managerial Economics \(5th Edition\) 下载链接1](#)

著者:W. Bruce Allen

出版者:W. W. Norton & Company

出版时间:2002-2

装帧:Hardcover

isbn:9780393976779

The Fifth Edition of Managerial Economics heralds a new era for this classic text. Carrying on the tradition established by Edwin Mansfield in the book's earlier editions, Bruce Allen, Neil Doherty, and Keith Weigelt—all of the University of Pennsylvania's Wharton School—have prepared an exciting revision that capitalizes on proven strengths while embracing new developments in the field. Retaining a hallmark of Managerial Economics, the authors include a wealth of cases and applications that consistently anchor the exposition in the real world of business decision making. New to the Fifth Edition is a greater focus on applied microeconomics, with two new chapters, one on auctions and another on the principal-agent problems of firms. These new chapters, numerous new cases and applications throughout the book, and an exciting new package of electronic ancillaries promise to make the Fifth Edition of Managerial Economics the best yet.

作者介绍:

目录:

[Managerial Economics \(5th Edition\) 下载链接1](#)

标签

评论

裡面的基礎數學題讓我這種數字小白做一下 比市面上各種經濟學暢銷書有用多了

[Managerial Economics \(5th Edition\) 下载链接1](#)

书评

[Managerial Economics \(5th Edition\) 下载链接1](#)