

Managerial Economics



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Known for its consistent emphasis on decision-making, Samuelson & Mark's 6th edition provides a detailed introduction of managerial economics for undergraduates, MBAs, and executives, alike. Each chapter opens with a description of a managerial problem that challenges the reader and concludes by revisiting and analyzing the decision. In addition to its inclusion of real-world applications and problems, The 6th Edition has been revised to incorporate up-to-date coverage of international topics and e-commerce. This new edition offers the framework and economics tools necessary to prepare students for better decision-making in a future managerial role.

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