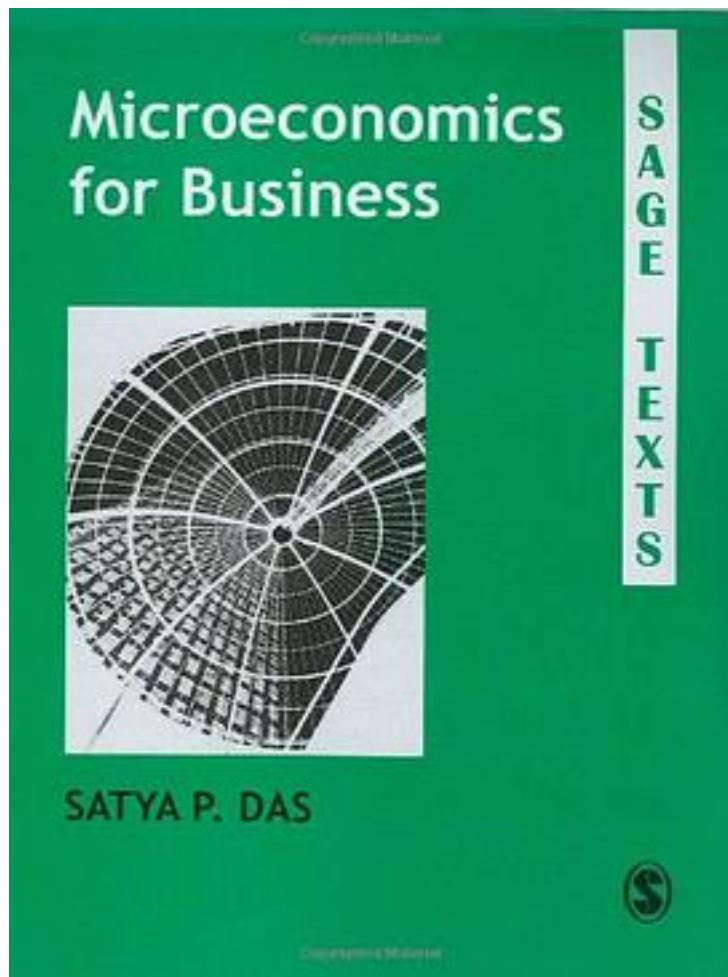


Microeconomics for Business



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This book breaks away from the standard microeconomics text for management students, in numerous ways. Some of its relevant and useful features are as below: -

For the benefit of students, definition, taxonomy and trivial memorization have been consciously de-emphasized - Graphical and logical derivations are supplemented by economic intuition, though the rigour of algebraic treatment is retained - Strong emphasis on concepts, their explanation, understanding and explanation - Numerous hypothetical and real-life examples - a majority pertaining to India - Two completely new chapters, missing from other textbooks in India, viz., Demand for Assets and Game Theory and Economic Applications - To test the understanding of the material, each chapter ends with a lot of questions emphasising on the applications of the concepts and definitions.

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