

Managerial Economics



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KEY BENEFIT : This text will excite readers by providing a more linear progression, while proving the consistency and relevance of microeconomic theory.

KEY TOPICS : Goals of a firm, supply and demand, elasticity, demand estimation and forecasting, theory and estimation of production and cost, pricing and output decisions of monopolies and oligopolies, special pricing practices, game theory and asymmetric information, capital budgeting, risk, and uncertainty, multinational corporations and globalization, government and industry challenges, managerial economics in the semiconductor industry.

For business professionals looking to expand their knowledge of managerial and applied economics.

作者介绍:

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