



Managerial Economics, (Ninth Edition) (SIE)

By Christopher Thomas, S. Charles Maurice, Sumit Sarkar

McGraw Hill Education, 2010. Softcover. Book Condition: New. 5th or later edition. The primary goal of this book is to teach students the economic way of thinking about business decisions. Managerial Economics develops critical skills and provides students with a logical way of analyzing business decisions. Table of contents Part - I: Basics of economics 1. The Central Concepts of Economics 2. The Modern Mixed Economy 3. Basic Elements of Supply & Demand Part? II: Microeconomics: Supply, Demand and Product Market 4. Supply & Demand: Elasticity & Applications 5. Demand & Consumer Behaviour 6. Production & Business Analysis 7. Analysis of Cost 8. Analysis of Perfectly Competitive Markets 9. Imperfect Competition and Monopoly 10. Competition among the Few 11. Economics of Uncertainty Part? III Factor Markets: Labor, Land and Capital 12. How Markets Determine Incomes 13. The Labour Maket 14. Land, Natural Resources and the Environment 15. Capital, Interest and Profits Part? IV Applications of Economic Principles 16. Government Taxation and Expenditure 17. Efficiency vs Equity: The Big Tradeoff 18. International Trade Part? V Macroeconomics: Economic Growth and Business 19. Overview of Macroeconomics 20. Measuring Economic Activity 21: Consumption & Investment...



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