



Managerial Economics (Series: Dreamtech Press Management Textbooks)

By Jaswinder Singh

Biztantra/Wiley India, 2012. Softcover. Book Condition: New. This book, Managerial Economics provides an in-depth discussion on various concepts and theories of economics that can be applied in business environment. The book provides a systematic presentation of text that covers the various aspects of the world economy. It also discusses the recent issues and developments in economics. Apart from incorporating the latest facts and figures, the book contains a vast number of solved problems to highlight the practical aspects of managerial economics. The style and structure of the book is lucid and designed to cater to the needs of graduate and postgraduate students pursuing business, commerce, and economics. The book will also prove to be useful for corporate managers and entrepreneurs. The book consists of a companion CD-ROM, which contains: PowerPoint Presentations for each chapter Solutions to the Additional Questions given at the end of the book. The book is primarily designed for MBA and BBA courses. Table of Contents
Introduction Managerial Economics: Meaning, Nature, Scope, and Importance Business Objectives of Organizations Demand and Supply Analysis Utility Analysis of Consumer Demand Elasticity of Demand and Supply Demand Forecasting Production Analysis Cost and Revenue Analysis Market and Market Structures Pricing and Output...



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