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Managerial Economics and Business Strategy, Eighth Edition

By Jeffery T. Prince, Micheal R. Baye

Tata McGraw-Hill Education Pvt. Ltd, 2014. Softcover. Book Condition: New. 5th or later edition. Baye and Prince's bestselling Managerial Economics and Business Strategy provides a complete solution designed to help students use tools from intermediate microeconomics, game theory, and industrial organization to make sound managerial decisions. A range of print and digital formats combined with frontier research, inclusion of modern topics, and balanced coverage of traditional and modern microeconomics produce a new offering that is easier to teach from and more dynamic and engaging for students. Salient Features ? Focus on Business Strategy ? Full Coverage of the Economics of Information ? Links to Other Business Disciplines ? Calculus and Non-Calculus Alternatives ? Time Warner Case Contents: 1. The Fundamentals of Managerial Economics 2. Market Forces: Demand and Supply 3. Quantitative Demand Analysis 4. The Theory of Individual Behavior 5. The Production Process and Costs 6. The Organization of the Firm 7. The Nature of Industry 8. Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets 9. Basic Oligopoly Models 10. Game Theory: Inside Oligopoly 11. Pricing Strategies for Firms with Market Power 12. The Economics of Information 13. Advanced Topics in Business Strategy 14. A Manager's Guide to Government in...



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