



## Economics for Managers (Twelfth Edition)

By Frederick H.deB. Harris,James R. McGuigan,R. Charles Moyer

South Western India/Cengage Learning India, 2012. Softcover. Book Condition: New. 5th or later edition. 27 x 21 cm. Packed with managerially oriented applications, **ECONOMICS FOR MANAGERS**, 12e, illustrates how managers apply theories and techniques to solve real-world problems while teaching future business leaders how to think analytically and make better decisions. Extremely user friendly, the text caters to a variety of learning styles as it presents key analytical concepts in several ways, including tabular analysis, graphical analysis, and algebraic analysis. Students learn in a format with which they are comfortable, making difficult material more accessible and easier to understand. The new 12th edition is concise, current, and cutting edge with an exciting and extremely relevant new focus on "green" businesses and business developments in the examples and applications. The seasoned author team balances traditional neoclassical micro theory with extensive coverage of the latest analytical tools in managerial economics, such as game-theoretic tactics, information economics, and organizational architecture. Contents: PART I: INTRODUCTION. 1. Introduction and Goals of the Firm. 2. Fundamental Economic Concepts. 2A. Differential Calculus Techniques in Management. PART II: DEMAND AND FORECASTING. 3. Demand Analysis. 4. Estimating Demand. 4A. Problems in Applying the Linear Regression Model. 5. Business and...



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